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The Canadian Millinery Review

VOL. 1. NO. 10.

January, 1910.

MacLean Publishing Company, Limited
Montreal Winnipeg Vancouver New York London, England

Publication Office, 10 Front Street East, Toronto

Constant Improvement

in service is what we aim to give our customers. This year we hope to improve our service by shipping Spring Goods one month earlier than in 1909.

At the present time we have

Two Buyers in Paris

who will remain there as long as possible, so as to secure the very latest styles and novelties

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The

Canadian Millinery Review

The Only Canadian Millinery Paper

The MacLean Publishing Co., Limited

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JANUARY 1910

The Year's Excellent Start.

THAT advance spring business is an impprovement of from 40 to 50 per cent. upon the same period of last year, is the pre-eminent fact upon which wholesale millinery men and manufacturers base the 1910 prospect. Such an increase in business at the beginning of the year is certainly the most satisfactory kind of augury and the causes from which it has developed are not without significance.

* * *

Following a period of steady recovery from depression in many lines—and there are those who hold that the millinery trade was least affected of all in Canada—it is not surprising to note that the interest in the new season's headwear reveals the improved ability of the people to buy better goods. Inquiries and orders are indicative of this, and the year promises to be a record one in that particular.

* * *

Then, it is evident that milliners throughout the country are directing their enterprise along lines calculated to give them best returns. The equipment of their stores and departments has been improved, they are manipulating stock in such a way as to eliminate, from season to season, the handicap of old and out-of-style goods, they are cultivating their field through frequent announcement to listed and probable customers, they are concentrating upon the buying end and they are making a closer study of the essentials of that individuality so important to progressive merchandising.

* * *

That day appears to be passing in which the flight of the busy part of the millinery season is regarded as an excuse for inactivity during the so-called dull period. In many of the smaller centres, milliners are recognizing that advanced season lines are a possibility, and that if they do not develop this end of their business the mail order houses will. This is following the lead of the exclusive millinery houses in the cities, who prolong their activities by the production of lines suitable for advance season wear. In this way they also utilize materials which might have to be carried over.

* * *

Out of this development has come the readiness on the part of the millinery trade to handle better lines. An authority stated recently that the Canadian trade was in a receptive mood for latest minute styles, because, for one reason, the consumer had been educated up to them. With the great change in values within the past 10 years, the milliner has had to do some educating in style and price standards, with the result that the designing end has become more resourceful, and more skilled in production. In fact, among those who prophesy that the Canadian trade is approaching a time when it is to become more self-assertive of distinctive style, it is considered that developments within the past few years have laid an excellent foundation for such an eventuality. The ability to set the styles in some certain degree is certainly a position to be envied.

* * *

In view of these facts, the prospect for 1910 certainly becomes all the more encouraging. Considered, further, in connection with the great revival in industrial and commercial activity throughout the country and the fact that the general outlook is very promising, there appears no reason why the millinery trade should not anticipate one of the best years on record.

Wealth of Beautiful Materials to Choose From

Variety Again to be the Keynote — Some Indications that Hats will be Larger than Ever — Coarse Straws Being Well Taken — Plain and Coarse Ramie Braids — Flower Turbans Among the Early Importations.

THOUGH the novelty end of the season is only beginning to develop it looks as though milliners will have a wealth of beautiful materials to choose from, and that as in the season just passing, variety was again to be the keynote of the season.

Foreign buyers are still in Europe, and will remain there until the last possible moment, so as to obtain the latest novelties and to introduce the newest ideas from Paris and London.

Shipments of French pattern hats have arrived and these will be supplemented by other arrivals each week from now until the opening days.

It is pretty well settled that hats will be large—larger than ever it is pretty loudly whispered. Some medium-sized shapes are shown, but they are decidedly in the minority.

Pressed hats will be very much in evidence, and, as a fact, seem to lead in Parisian fashions, but the made braid hat is expected to be equally fashionable.

Coarse Straw Goods.

Straws are either very coarse or very fine, and the very coarse straws introduced last Spring are now being exceedingly well taken up. Though heavy-looking, these coarse satin braids are in reality light as a feather, and this will be an additional fact that will make them very popular. In fine straws, hemp or Tagel is to be a leader, and this straw is shown in all the leading colorings. It has a special affinity for color, and the beautiful shades that are featured for Spring are seen at their best in this straw. There is more feeling for leghorns than in the past season, but it is the unfinished variety that is selling. Many leghorns have been made up for wear at Palm Beach and other southern resorts, and turbans of leghorn with the wide brim, faced with velvet, and a large velvet bow at the side, have been particularly favored. Chips are shown and also Neapolitan and Tuscans are also included in selling lines.

Coarse ramies are the leading braids and come in many fancy plaits and the plain ramie braids will be one of the useful and indispensable braids of the season. Pyroxalines are in greater demand than ever, and are shown in an immense variety of plain and fancy braids. In addition there are straw cloths and nets, straw bands and laces for trimming purposes.

New Pressed Shapes.

In pressed shapes seen so far, the new tricorn, and the shapes that roll up both at the back and front are much favored. Picture and cavalier shapes are shown, and also many turbans as well as some new shapes in sailors. The tricorns are totally unlike the models that went by that name in the Fall. They are large and graceful and promise to be a popular model. The most striking models among those shown are the hats with the roll both back and front, and here again the shapes shown are different from those of last year.

Turbans come chiefly in the coarse straws or are developed from braids and straw-cloths, etc. There is a decided tendency towards the shape that has the length across the head, instead of from the front to the back. The new sailor shapes are in this style and have the brim sharply turned up all round. Not only are the hat brims large, but the crowns are important, and fairly high. The dome crown is most in evidence, but for the cavalier and the picture shapes the jam-pot crown is used.

Judging from the early importations of Paris hats a season of very pretty millinery is opening up, the only extreme feature being one that is well liked, and that is the size of the hat. The colors are soft, rich and Spring-like, the shapes are becoming, and while hats are not overloaded with materials they have not the bareness and almost total absence of trimming seen on some of the late Winter models.

Trimming Indications.

It is yet early to speak of the trimmings used, but fine flowers promise well. Flower turbans are among the early importations, and huge rosettes of closely set flowers trim many of the new hats. Grasses are used and grass aigrette and plume effects are new. Combination flower effects are shown and are likely to be a feature. Roses, of course, lead, as they always do when it is a flower season. Large rose sprays are shown as well as medium-sized and small effects. The novelty here seems to be the tightly-rolled half-opened buds, made of shot silk, and shot and shaded effect are strongly in evidence in these flowers. As usual, all the new colors are featured in these flowers. Wreath effects are good. Pansies, lilacs, sweet peas, locust blooms and many others are shown, though, of course, the new conceits in flower effects will be shown later. Fruit is making a showing and berries, cherries and grapes are in evidence.

Wings and fancy feather effects are also shown, and ostrich is always wanted for the development of dressy millinery ; here, both the willowed effects and the French plumes are shown.

Ornaments.

The ornament department promises to do more business than for many seasons, for cabochons, brooches and fancy pins are seen on all the new hats. The pins used are quite new, the shape being copied from those now shown for wear with the new turban coiffure. Bands of jet and metal cabochons and pins and wings in Oriental jeweled effects are the latest. Metallic laces, net bandeaux worked up with dull metal, threads, jewels, braids and beads are shown, and though gold and silver are so strong, jet is holding its own and particularly for the early season will be well used. Iridescent effects are also shown in both Sphynx and colors.

Nets, malines and chiffons are shown in changeable effects, and in all colors, and nets and malines are expected to be very freely used. There will be considerable demand for black velvets, as the black velvet facing is one of the strongest of the new features. Lace has been very little used in millinery for a long period and very considerable interest is shown in the news that the coming season will see a revival in the use of lace. The light net laces, with Chantilly first, are those that promise best.

In ribbons, fashionable interest seems divided between the velvet ribbons and those of changeable glace. These changeable glaces are very new and tone in beautifully with the shot straws showing. There is some feeling for shot effects, but to what extent it will develop can only be known when the novelties arrive at a later date.

There's little sentiment in business!

During all the years we have been in business, our invariable policy has been to handle everything in millinery of the very best, and to this fact we attribute, in a large measure, our signal success.

It is for no sentimental reason that many of our old customers come back to us year after year for their millinery, but because we have the best stock and best assortment, and give the best values and best service.

Our splendid service carries considerable weight in influencing new accounts, because we can demonstrate our ability to let the milliner have her goods *exactly when she wants them.*

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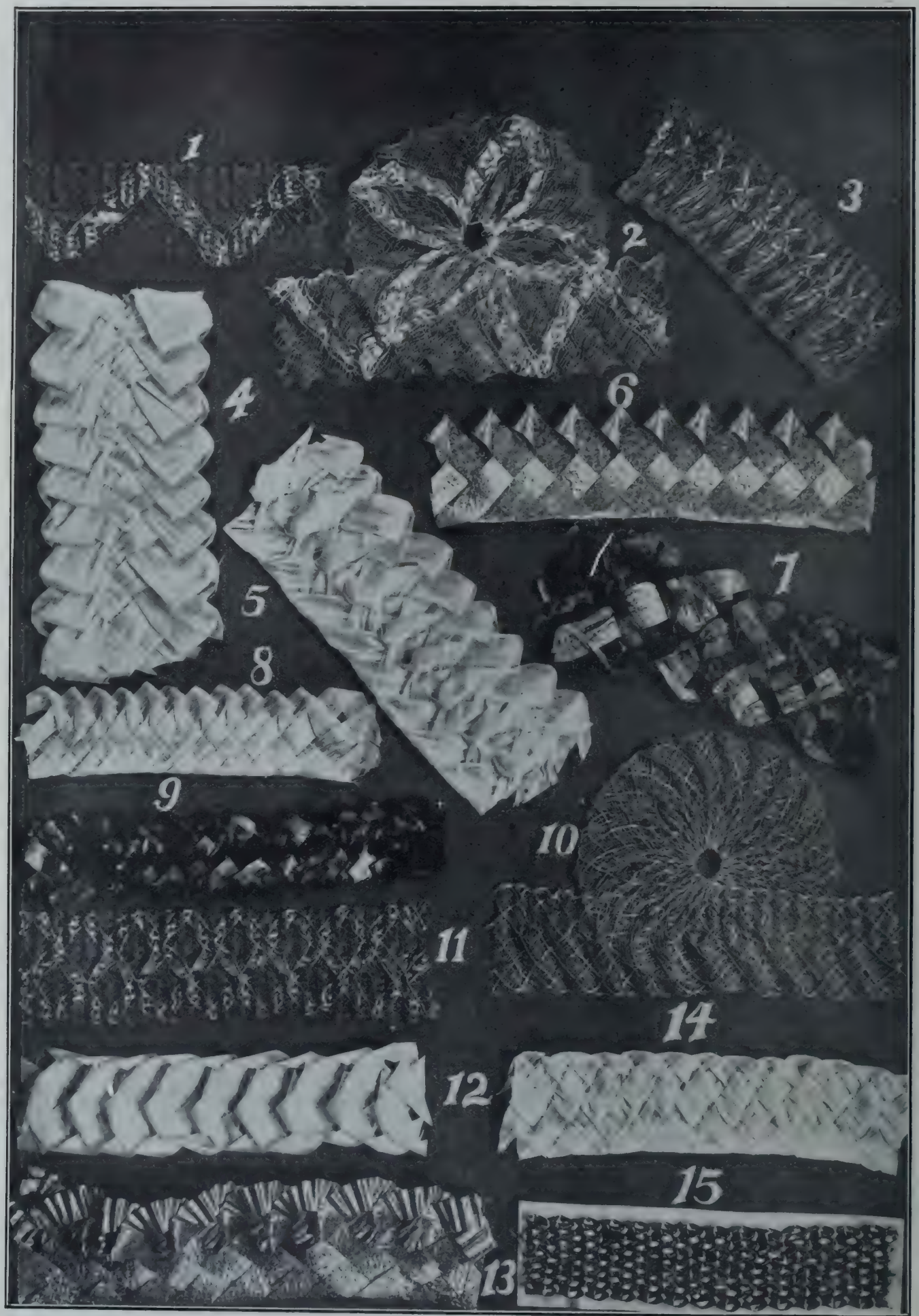

Fancy straw braids for Spring season. For descriptions see reading matter on page 9.

Spring Style Indications in London Favor Large Hat

Turban Models will Likely be a Good 'Tween-Season Feature—Very Becoming Picture Hats with Dressy Wear for the Late Season — Brims are Wide and Roll Slightly — Toques Made Entirely of Flowers.

Office Canadian Millinery Review,
88 Fleet St., E.C.,
London, Eng., Jan. 6.

THE season is too far advanced now for anything new to appear in Winter fashions, and really new ideas for the coming season are state secrets at this period, and as such are must carefully guarded. When questioned as to coming modes it is always the best-informed authority that is most vague in making predictions, and it is too early to state anything definite is the usual answer to most enquiries. Therefore,

New bonnet hat in Jap straw in wistaria, trimmed with clematis and locust blooms. Tie is of deep violet velvet.

one has to fall back upon the well-grounded assumption that the end of the season's fashions provide the working ideas for the season following and, by processes of judicious comparison and elimination, arrive at an idea of what will be good in popular millinery, for it will be fully a month from now before high-class and novelty ideas will begin to see the light of day.

The familiar controversy as to the size of the hat is now in progress, the advent of the new Russian styles giving the idea that turbans will be good. But Russian models for Spring wear have received a vast amount of modification, and have become so changed in outline that they do not call for any distinctive hat fashion. Turbans will certainly be worn—and turban models will be a big feature in the between-season models, but as far as can be learned, the real Spring hat will be large, and if rumors can be relied upon, the fashion authorities have decided for extremely large hats.

Influence of Russian Styles.

Owing to the very marked favor with which the Russian styles have been received, fur turbans and fur-trimmed hats have been much worn. The turbans are either all of fur, or have a band of fur covering the brim, and a draped crown of velvet.

These have soft, fluffy feather aigrettes, held in place by an immense cabochon, buckle or bar. For the late season many turbans were worn with just a single rose spray, often in metallic tissue, or a bunch of gold or silver grapes as the only decoration.

Turbans, as a rule, are worn only with the plain-tailored or semi-tailored suit, but when a hat for dressy wear is desired, one of the many beautiful and very becoming picture shapes is worn. For trimming these hats, ostrich is prominent, and the crown is quite hidden with rich, drooping plumes, or else has large mounts or clusters of three plumes placed to the side, or well towards the back of the hat. Brims are wide and roll softly up, generally at the side, but also at the front, and sometimes even at the back. Cavalier and Vandyke shapes are good, and some few hats also show drooping brim tendencies.

Motor Millinery.

For some time now milliners have been devoting their energies to the production of motor millinery that should be both practical and becoming. As the veil that ties under the chin is a requirement, various models that permit of its being worn have been produced. In a happy mo-

New bonnet, somewhat on the Dolly Vardon order, made from a hemp plaque in the new gold shade, torsion d'or. The crown is of gold tissue, and the silk drape around crown is of shot brown and gold glace. The roses are shaded gold and pink.

ment, the early Victorian bonnet was taken up and modifications of this fashion have produced the prettiest motor millinery seen so far. So very becoming have some of these bonnets been, that milliners have gone a step further, and are showing hats that are decidedly on bonnet and Dolly Vardon lines, for wear in the Riviera.

One of these becoming new hats is of hemp straw in the new gold shades, and with the crown of gold tissue.

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WE HAVE JUST RECEIVED ANOTHER SHIPMENT OF

SPECIAL 42" BLACK SILK DRESS NET

OF EXCEPTIONAL VALUE. WE WILL BE PLEASED TO SUBMIT SAMPLES OF SAME.

ASK TO SEE OUR

36" "CHRISMORT" CHIFFON

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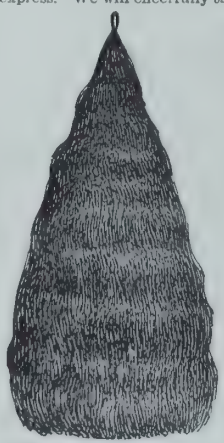

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A good seller and a money maker, made of second quality WAVY hair in good assorted colors.

No.	Weight	Length	Each	Dozen
500	2 oz.	24 inch	$2.25	$24.00
450	2 oz.	22 inch	1.75	18.00
425	2 oz.	20 inch	1.50	15.00
400	1½ oz.	18 inch	1.15	12.00

STRICTLY FIRST QUALITY

Assorted Colors—Short Stems

No.	Weight	Length	Each postpaid	Dozen
11	1½ oz.	16 inch	$1.50	$ 15.00
12	2 oz.	18 inch	2.00	21.00
13	2 oz.	20 inch	2.75	30.00
14	2 oz.	22 inch	3.25	36.00
15	2½ oz.	22 inch	4.00	45.00
16	2½ oz.	24 inch	5.25	60.00
17	3 oz.	24 inch	6.25	72.00
18	3 oz.	26 inch	7.75	90.00
19	3½ oz.	28 inch	9.00	102.00
20	4 oz.	30 inch	11.00	126.00

10 Sample Switches - - - - $49.75
Less 6 per cent. for cash - - - 3.00
$46.75

SECOND QUALITY HAIR

Assorted Colors—Short Stem

No.	Weight	Length	Each postpaid	Dozen
21	1½ oz.	16 inch	$ 0.50	$ 5.00
22	2 oz.	18 inch	.65	7.00
23	2 oz.	20 inch	.90	19.00
24	2 oz.	22 inch	1.10	12.00
25	2½ oz.	22 inch	1.35	15.00
26	2½ oz.	24 inch	1.50	16.00
27	3 oz.	24 inch	1.75	20.00
28	3 oz.	26 inch	2.40	27.00
29	3½ oz.	26 inch	3.00	33.00
30	4 oz.	28 inch	3.50	39.00

11 Sample Switches - - - $15.33
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THE CORONET PUFF

A group of puffs, made of soft natural curly hair. The latest style of coiffure, easy to arrange and universally becoming.

Per set of 7 puffs, $1.75 Per dozen, $18.00
Per set of 6 puffs, 1.50 Per dozen, 15.00
Per set of 5 puffs, 1.25 Per dozen, 13.50
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Shades of gray, blonde, drab and auburn are more expensive, according to the scarcity of color. Any size and number of puffs made to order.

NOTICE—Cut Hair made into switches, 35c oz. Combings made into switches, 40c oz.

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The other hat is of prunelle straw, banked with clematis, sweet peas and orchids in various mauve shades, the ties being of velvet ribbon.

Toques made entirely of flowers are also shown with a border of foliage resting on the velvet-curved brim. Violets are much used for these toques, and sweet peas, hydrangeas and other fine flowers, as well as roses, are made into flower toques.

A new idea in toques is in the shape of the handkerchief head-dress worn by French peasant women. It is of tulle in pleats draped around the head and tied in a large set bow in front. Another toque idea is a cap of silver braid with tulle, folded around it and tied in a big flat bow in front.

Veils are shown to wear with these hats, and the veil of the moment certainly is the made veil. These are of

Motor bonnet, trimmed piece-silk and chiffon veil.

Chantilly or embroidered net, and the patterns are so big and so decided that it is not easy to make out the features of the wearer beneath the veil.

The New Coiffure.

The new wire turban frames for use in arranging the hair in the new fashion are shown in all the leading city stores, and what is more to the point, the sale is increasing daily. The new coiffure is also leading to a big sale of switches, as very few women have sufficient hair to achieve the plait or coil that goes round the turban.

For the dainty woman, a new hairpin has been introduced that promises to sell. The pins in question are wrapped with fine silk, and come in shades to match the hair. The claim is that the pins do not slip out and lose so quickly as an ordinary pin, and the price is not so much over that of the common pin as to be prohibitive. Particularly for women with white or grey hair these pins will be a boon.

Style Artists Still Recognize Line of Natural Form

Point Upon Which French Authorities are Very Emphatic—Pinched-in Waist not Fashionable—Combinations of Two Materials Universal in Evening Gowns—Complicated Situation in Coat and Jacket Styles.

Staff Correspondence.

Paris, France, Jan. 5.

NATURALLY at this time of the year, modistes are most interested in the production of evening and dance gowns. It is now apparent that the threatened panniers, either Louis or Elizabethan, are not to be worn, and that the pinched-in waist has again been rejected in favor of the natural outline of the figure. French authorities are very emphatic upon this point. Therefore, the silhouette loses nothing of its charm of graceful line. In spite of all designs it is the line of the human figure that is still recognized as the vogue.

A short time ago an Anti-Corset Society was formed by a number of the best known women in art and dramatic circles. This society has done some earnest work, but has not made much impression. While it has not done away with the corset, it has, however, had a wide influence in favor of the wide waist line, and at present no leader of society would think of appearing with a pinched-in waist. Even when robes related to the Louis type are worn this holds good, and period gowns only show their kin with these epochs by design and picturesqueness.

Tunic of black Chantilly over rose liberty satin.

Walking costume of blue cloth and black velvet. Russian coat with basque fulled onto belt; trimmings of bands of fur and gold buttons. Large velvet hat with band of fur and shaded plumes.

French fashion artists now perceive that there is no more beautiful line than that from the shoulder to the hip and a writer on this subject in the Revue de l'Art Universal says, "We know that the corset occupies the first place in women's dress, but it must simply sustain but not compress her organs, if she wishes to preserve her beauty."

Symphonies of Color.

To return to evening robes, those now being turned out are symphonies of color, and it must be confessed are also both extravagant in material and design. Combinations of two materials are universal. From this it will be seen that it is almost impossible to trim too elaborately, or in too great variety. The list of materials, too, is a long one running from the frailest of silken nets and laces to heavy damasks and brocades.

Brocades Fashionable.

So fashionable are brocades that elegantes are raiding furniture establishments and are picking out brocades

SPRING 1910

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Novelties

in Millinery,

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that are interwoven with silver and gold threads, as well as the shot reps.

These fabrics make beautiful evening cloaks with the addition of a large collar and bands of skunk and shot satin lining.

Not content with annexing furniture coverings and hangings, women are buying the metal galoons for making bands and motifs for trimmings. The tailored garment is seen everywhere, except at evening functions. It is worn at elegant restaurants at afternoon receptions and for calling, and may be either plainly tailored or elaborately trimmed as the occasion requires.

Looks Like Compromise.

Just now the question seems to be whether it is to be long paletot or smart short coats, and it seems possible that a state of compromise will result that will permit of the wearing of jackets of different lengths. Thus, long mantle-like paletots, semi-long and chic short coats will all be the vogue.

Suit coats show a most complicated cut, particularly at the back. Just at present jackets fasten high, but there is a feeling, that for Spring wear, the low fastening either in the middle or on one side will be good. Some late models fasten diagonally, the line going from the shoulder to the hip.

Skirts also are very complicated and show all manner of empiecements and pleats. Very often the different parts are so joined that it is almost impossible to make out just how the skirt is cut or how many different parts go into its composition. The greater number of the models show the high waist line and fasten with a belt. They are also much wider than those worn a year ago, but because of the many flatly-pressed pleats they do not look much wider than the previous models. Fashionable petticoats are of soft liberty and do not hold out the over skirt to the slightest extent.

Fashionable Lace.

Much more lace is being used this season, the chief being black or white Chantilly, black being by far the most fashionable of the two. On some gowns wide flounces form a tight-fitting bertha, and also mold the hips. On others, the flounces are formed into a tunic. Soft shades of color are used as foundations under this lace, and long or short sleeves and a narrow guimpe of black or white tulle complete the dress. Often the lace tunic is itself veiled with fine gold or silver tulle delicately embroidered in gold or silver thread. The bodices are draped Greek fashion and the edges are weighted with crystal and pearl fringes.

A very handsome dress seen at the Vaudeville a few nights ago will give a clear idea of this class of gown. The princess foundation was of cerise liberty, trimmed with three flounces of black Chantilly. The Greek drapery was of dull gold net and covered the back and one side of the dress. For trimming the Russian effects, heavy linen lace, somewhat like a flat torchon, is used and this lace, as well as Irish crochet, has a great vogue.

New Shades in Favor.

Some of the new shades favored are a very dark blue called bleu de nuit or night blue, bleu de canard, a green blue, peacock blue, Bordeaux red, reddish violet, lizard moss, bronze and pine green, wood brown and all the coppers, particularly cuivere flamme or red copper.

Color is often dominated by shot effects and shot chiffons, ninons, taffetas and satins are all new, and the fact that both solid and gauzy fabrics are produced in shots give rise to some charming color schemes.

Attractive Combination Easily Possible in New Colors

Black Will be Used to Emphasize and Bring Out the New Tones — Wistarias, Dead Rose and Gold Shades Favored — Description of Paris Models Which Illustrate Beautiful Color Effects for Spring.

FROM present indications the trade is expecting a big color season, though black will be still prominent, chiefly to emphasize and bring out the new colors. Black has had such a long run and has been so universally worn that it is felt that the trade will be somewhat tired of the black hat. Nor does black and white seem to be much favored, though it is shown. The new color card is well thought of, as the colors are such as lend themselves to combinations.

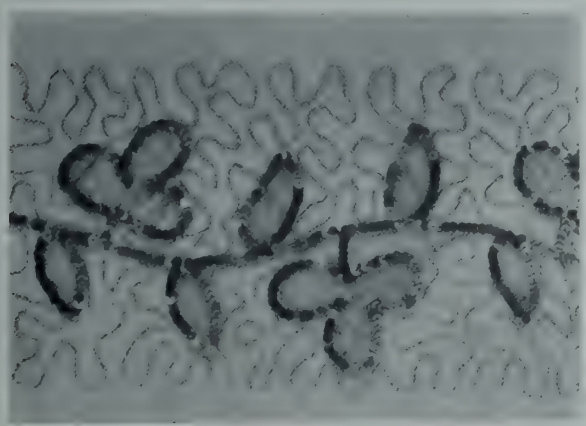
So far, the colors most favored are the wistarias, dead rose shades and golds. The new blue, North Pole, which is on the Copenhagen order, is favored by some buyers, and in Lido the trade has a beautiful clear blue that ought to win favor. The mushroom shades are really castors under a new name. In braids the big sellers have been the tuscan and burnt shades. These colors have this season a golden tint that is most attractive.

Advance Paris Models.

The following description of some of the advance Paris models will show how the new colors are used and combined:

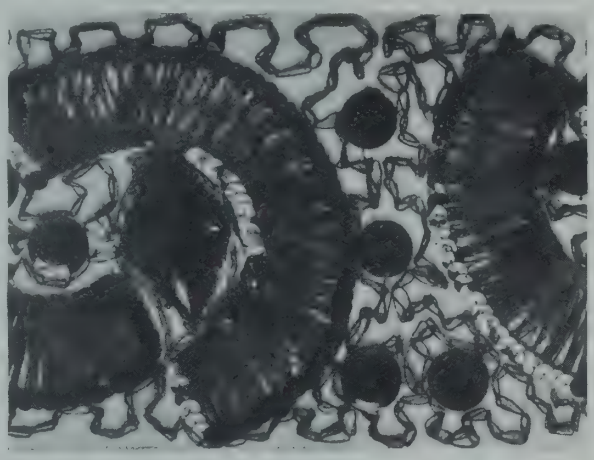
A pressed hat of black hemp straw had a low box crown completely covered with American Beauty crushed roses, and the wide brim, which rolled up on either side, was caught in under a drape of black velvet ribbon that encircled the crown, and on the high roll to the left was placed a large flat bow of the velvet ribbon.

Perhaps the most stunning hat in the models shown was of black hemp straw and was one of the new models that are long across the head and with the brim rolled up both front and back. Not only was the shape remarkable, but the trimming scheme was decidedly original.



Gold net bandeau, worked with gold sequins and gold thread. — Shown by Cockburn & Rea, Toronto.

There was a kind of funnel-shaped ornament of silver galoon, from which sprang an immense bow of many loops of glace shot ribbon in the deepest shade of Lutin and black. These loops completely covered the crown and the ends were hidden under a fold of the ribbon that was twisted around the ornament. A band of the silver galoon formed the underbrim facing. The next model shown was one that is sure to be a great seller, as a street hat for the early season. The shape is a moderately high box turban, only longer than wide, and which sets the wide way on the head. The straw was a coarse, bright Yedda in mushroom or morelle shades, shot with brown. The trimming was composed of a large fan-shaped bow of many loops of shot glace ribbon, the colors being mushroom shot with gold, with blue, purple and green, and the bow so arranged as to shade from dark to light. The ends of the loops were around the crown and the brim was faced with the same lace. The shape and the roses



Black net bandeau, worked in floss silk and jet sequins and cabochons — Shown by D. McCall Co., Toronto.

were in the Papillote shades and the velvet ribbon and lace in mushroom. This also was from the house of Germaine.

Hat of Tagel Straw.

A lovely street hat was of Tagel straw in a rich shade of Lido, a new blue. The effect from the first was somewhat like a walking hat, but the brim turned up high, caught under a large pearl cabochon and, as a further finish, there were four berries made of shirred ribbon and there was a ribbon drape around the crown. This also was a Germaine model.

This model was one of the new large tricorne hats and was a Tagel straw-pressed shape. The dome crown was half hidden under a huge rosette of moss rosebuds. There was a drape of velvet ribbon and straw lace at the back. The underbrim was faced plainly with black velvet, and there was, as trimming, a kind of quill effect in black satin straw. These were very long, and completely hid the crown from the front, and were fastened in by handsome Oriental jewelled pins of beaten silver.

Samples of Fancy Straw Braids, Page 4

Nos. 1, 2, 3 — Fancy pleated pyroxaline. No. 8 — Plain ramie braid. No. 12 — Fancy ramie braid. No. 15 — Fancy satin straw. Shown by the D. McCall Company, Toronto.

Nos. 4 and 5 — Wide, coarse ramie. No. 6 — Fancy crinkled braid. No. 7 — Fancy shot and plain satin braid. No. 9 — Shot green and blue satin braid. Nos. 10 and 11 — Fancy pleated pyroxaline. No. 13 — Fancy crinkled braid. No. 14 — Plain ramie braid. Shown by the Smith-Runciman Co., Toronto.

No. 2—Stylish Spring turban of rough straw braid, with trimmings of wings. For instructions as to shape, trimmings and materials see page 11.

How to Shape, Drape and Trim Modern Millinery

Colonial Model in the New Pole Norde Blue—Stylish Spring Turban —Ribbon Trimmed Model of Raffia Straw—Turban of Jumbo Braid

The first hat described in the following article is shown on the cover, while the others will be found on pages 10, 12 and 16.

THE cover illustration is that of a colonial model by Eliane in the lighter shades of the new Pole Norde blue, in ramie straw braid, with trimmings of tarnished gold banding and fancy mount. The brim for this model is rolled up, both back and front, the measurements for the frame being as follows. Head size, nineteen inches; front wire, nine inches; back, nine inches; left side, seven and one-half inches; right side, seven inches; the outside wire measuring sixty inches. The crown is dome, measuring thirty-one inches round the base, and is about four inches in height.

The edge of the brim is bound in old gold banding, the rest of the frame covered plainly with the straw braid, sewing the top brim first and filling in the facing afterward. The crown is covered plainly with the straw braid and sewn firmly to the brim, having no other finish.

For the rosette, cover a button of buckram two and one-half inches in diameter, plain, with the gold banding, join three-quartersq of a yard of the banding in a circle, looping one edge on the button and tacking, taking the long stitches underneath. This rosette finishes a very smart, white, uncurled ostrich, fancy quill mount, which has with it a touch of black, in a small wing, spangled in jet, and placed on the up-turned brim, almost in front—a little to the left. The hat is worn a little on the head.

Material required to cover the hat—thirty yards of straw braid. For the rosette, two and one-half yards of tarnished gold banding.

* * *

No. 2.—A stylish turban, for early Spring wear, of rough braid in two shades of topaz, with trimmings of wings.

Frame measurements—head size, eighteen inches; width of the brim, four inches; outside wire, thirty-eight and one-half inches; height of coronet, five inches; top wire of coronet, thirty-seven inches. The crown is made full size of the turban.

It is faced and covered all over with the straw braid sewn plain, being in two-toned effect. The wings are in the golden brown, shading out to topaz and cream, placed on the turban brim, the one at the side front, the other at the back of the first and slanting more toward the back and close to the brim.

There is no other trimming on this model. Its construction will require eighteen yards straw braid and one pair of wings.

* * *

No. 3.—Another turban by Eliane, of the jumbo straw braids, with fancy mount. This model is designed in the new Acanthe or yellowish-green shades.

For this frame the same measurements as for model No. 2 are used, with a lower coronet and a dome crown.

The design of this turban depends on the sewing of the braids, the coronet is sewn plain, except in the front, where it is left a little loose from the frame and forms a slight poke effect.

The crown is sewn as a plaque, to fit the top of the turban, the left side of the plaque being lifted and filled in between it and the brim with the braid. The fancy mount is caught at the left side front with a knot of the straw, which finishes a most charming early Spring model.

It will take twelve yards of this braid for the construction of this model, together with the fancy mount.

* * *

No. 4.—Is a ribbon-trimmed model of raffia straw braid and finished with a feather mount. It is in the grey shadings.

Frame measurements—head size, twenty inches; front wire, seven inches; back wire, six inches; left side, seven and one-half inches; right side, seven inches; outside measurement, sixty inches.

The crown is small at the top and shaped larger at the bottom to meet the brim.

The whole hat is covered and faced with the braid sewn plainly. The ribbon is draped softly round the crown, and formed into a very handsome bow of short and long loops, which covers almost the whole of the right side of the crown. The large feather mount finished the left side.

Eighteen yards of braid will be required, with five yards liberty satin ribbon, seven inches wide.

Millinery Business Reflects Canada's Growth.

Concrete evidence of the way Canada is going ahead, and of the growth of the Dominion, in both population and wealth is strikingly shown in the present conditions in the millinery trade. Within the last few years the majority of the large millinery houses have put up new warehouse, planned, as they supposed, on lines ample enough to give them plenty of space for all the expansion that would take place in a decade. To-day, so rapidly has the trade increased, that floor space is at a premium, and the old crowded conditions will rule before stocks are complete for the Spring. Not only has there been a great increase in the volume of trade, but a much larger proportion of the goods sold belong to the expensive class, and this is a marked feature in all the millinery houses. The Canadian woman has money to spend, and not only does she buy more expensive hats, but she buys more of them. Not only does she want a Spring and Fall hat, but she buys one for the between seasons, and often also for other occasions.

This is the factor to which the increasing length of the selling seasons is due. Only a few years ago a considerable period of inactivity intervened in the seasons in most wholesale houses. To-day, this period is considerably shortened, and the tendency in this respect is increasing.

These highly satisfactory conditions have led the importing houses to make elaborate preparations for the coming season, and the heads of departments have every confidence that, large as are the quantities of goods contracted for, they will be profitably absorbed in the coming season. The season is beginning most auspiciously, and there is no condition in sight that presents a reason for doubting the brightness of the outlook.

No. 3—Turban, by Eliane, of jumbo straw braid, with fancy mount. For instructions as to shape, trimmings and materials see page 11.

Special Sale
Advance Spring Millinery

BUY CERTAIN STAPLES DURING THE MONTH OF JANUARY AND SAVE FROM 25 TO 50 PER CENT. AGAINST MID-SEASON PRICES

Millinery manufacturers, to obtain early orders, must give price concessions. That we have taken advantage of these price concessions on an immense scale is evidenced by the magnitude of

Our Special January Sale

and the tremendous saving on advance styles and staples in wholesale Millinery. Our Special January Sale Catalogue illustrates the leading up-to-date styles in

Trimmed Hats
Tailored Hats
Street Hats
Hand Made Hats
Staple Straw Braids
Untrimmed Blocked Dress Hats in a great variety of Braids
Stylish Wire Frames
Imported Flowers, Foliage, Wreath effects, etc., and
a large assortment of Piece Goods, Ribbons, Etc.

In the Millinery business a great many items can be bought early at lower prices than in season. Therefore you incur no risk but secure a big saving in buying these goods in January.

Each article in this sale is specially selected with a view to the best prevailing styles which will be in early demand. If you have not received our Special January Sale Catalogue No. 22, it is to your best interest to send for one now. Drop us a postal and we will mail you one immediately.

WE DO THE LARGEST WHOLESALE MAIL-ORDER MILLINERY BUSINESS IN THE WORLD

CHICAGO MERCANTILE CO.

106-108-110-112 WABASH AVENUE, CHICAGO, ILL., U.S.A.

Wholesale Millinery Houses Prepare for Record Season

Cockburn & Rea Specializing in Children's Lines — D. McCall Co. to Have Weekly Shipments From Paris — R. Taylor's Showing for Spring — The Smith-Runciman Co.'s Stock of Flowers, Feathers, Etc.

THE fact that Easter falls so early this year, Easter Sunday being the 27th day of March, is hurrying the advance preparations for the coming Spring. An early Easter means a Spring season that will be some weeks longer in the millinery trade, but, in the smaller centres, particularly, this will be by no means an unmixed blessing, as there will be a greater chance of unpleasant

New turban shape in coarse, loosely plaited satin straw. —Shown by the D. McCall Company, Toronto.

weather interfering with the sale of Easter millinery, and also, it is by no means easy to induce to buy the Spring hat at the end of March. In the cities it will make for a greater sale of between-season models and will give women some weeks to wear a hat of this kind before the Spring hat becomes a necessity.

✝

The D. McCall Co.

The first shipment of Paris hats was received by the D. McCall Co., Toronto, about the middle of January, and The Review had the privilege accorded of an early inspection. This firm will, from this out, have weekly shipments forwarded, showing the latest millinery ideas as they develop in Paris.

The hats shown to The Review were decidedly original and at the same time decidedly wearable, the kind of millinery that is so becoming that it is easily sold.

The first hat shown was a large picture shape in unfinished Leghorn. The crown was a large one and the wide brim sloped somewhat on the left side, but was slightly rolling to the left. The side of the crown was covered with a fringe wreath of pink daisies, closely matching 4922, the first shade in the Lutin series on the syndicate card. At the left side was placed a large flower bow of black Chantilly, lined with crepe, the exact shade of the flowers, and with the edge of the lace wired and bent over, forming, as it were, flower petals. There was a cascade of the lace to finish the bow, and, to carry out the veiled effect, the lace was gracefully draped around the hat, and partially over the flowers. The brim was faced with black velvet. This was a Pouyanne model.

Two handsome turbans were included among the hats shown, one from the showrooms of Madame Core was a very smart flower turban. This hat was somewhat on the bowl order and, save for the velvet binding to the brim, was altogether of flowers. Fully two-thirds of the hat was covered with shaded silk pansies, set close together, These were in the three shades of blue, 4928, -29 and -30, called cornille on the syndicate card. The third was a kind of half-rosette of half-shut roses in shot Lutin and white shades.

The other flower turban was a Germaine hat, and the crown was of beaded fillet net in the deepest of the Althaia shades. The shape of this hat was like an egg, the point to the front, and the blunt end at the back, and there was a brim that came down almost to nothing in front and gradually rose to about four inches at the back. This brim was covered with crushed roses, the centres in Althaia shades, and the outer petals in Lutin. The net draping followed the outline of the hat and was caught in folds that widened to the back, making a unique model that was low in front and high at the back. Into the net and apparently holding the folds was thrust a new square-headed pin in Oriental jewelled effect in dull gold.

This firm has also bought very largely in all departments, as they feel every confidence in the fact that the coming season will be a record one. Novelties are now coming to hand daily. Mr. Locke is still in Paris, but is expected in Canada at the end of the month.

✝

Cockburn & Rea.

Noting the growth of the trade in children's wear and the success that has followed when better grades of goods have been offered in other lines of children's wear, Cockburn & Rea, Toronto, have decided to specialize on this branch of the millinery business. They are this season instaling a new department, under the charge of a special salesman, and intend to make a strong showing of attractive novelties in children's millinery.

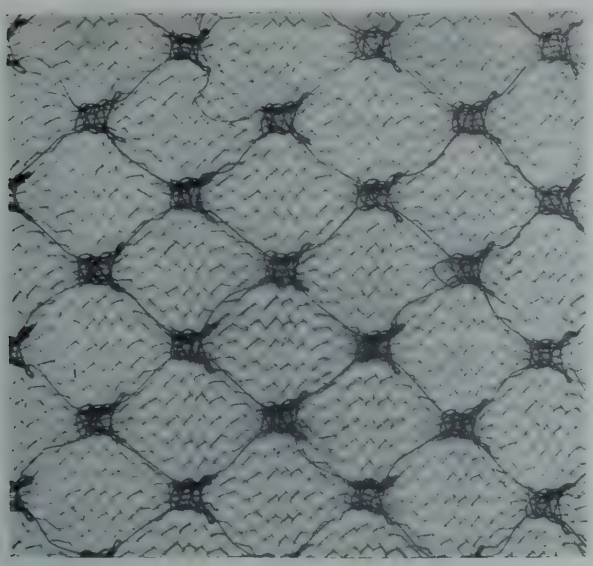
This is a branch that has hitherto received very little attention, either from the wholesale houses or from milliners themselves. The tendency in the millinery business is strongly in favor of better goods, and Cockburn & Rea

Novelty jet sequin trimming—Shown by Cockburn & Rea, Toronto.

believe that they will be consulting the best interests of their customers in inducing them to put in a line of children's novelties.

Though the department was not in order and the bulk of the stock was yet to arrive, some dainty little bonnets

and hats in pyroxaline, chiffon and ribbon were shown. By the time buyers arrive, a good assortment will be shown, and milliners should ask to see the new department, as these goods are not only highly saleable and profitable



Straw spider net — Shown by Cockburn & Rea, Toronto.

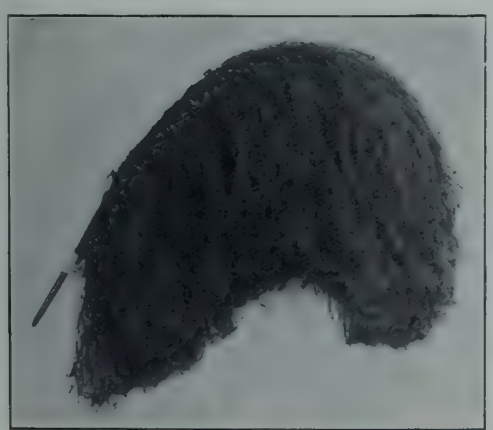
to carry, but their attractiveness will be a means of drawing customers into the store.

The firm's buyers are now returning from Europe, and are making frequent trips to New York. A very large stock of millinery novelties and staples is being rapidly placed in order for customers' inspection.

Carter & Kenny have succeeded to the business lately carried on by J. Woodland & Co., 76 Wellington W., Toronto. This firm makes a specialty of street and outing hats, both in the trimmed and semi-trimmed models. They carry an extensive line of millinery novelties for the trade.

The Smith-Runciman Co.

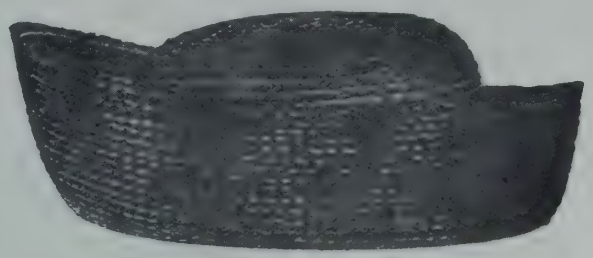
This firm is most enthusiastic as to the prospects before the millinery business in the coming Spring as the demand for attractive millinery always goes hand-in-hand with prosperous business conditions.



Willow plume — Shown by the D. McCall Co., Toronto.

The early Easter means that the season will open fully two weeks before the Spring of last year, and this will mean a correspondingly early call for materials. This firm is well stocked with staple lines and is in a position to promptly fill all assorting orders entrusted to their care. Novelties are beginning to come to hand and this year they will show, in greater aggregation than ever, the best that the foreign markets produce.

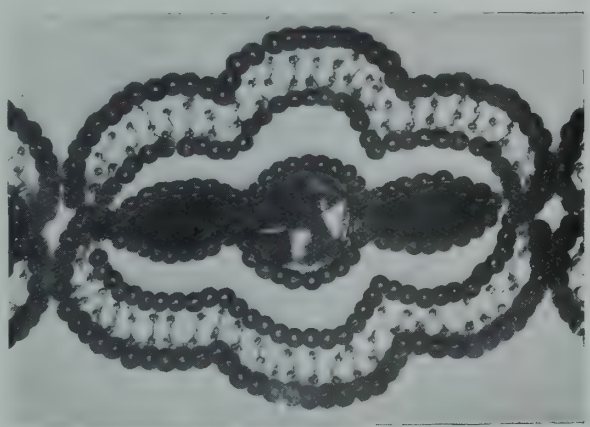
In flowers, feathers and ornaments, all of which promise to be greatly in evidence, this firm is offering the choice from a stock that is unsurpassed for extent



New turban shape in rough straw — Shown by the D. McCall Company, Toronto.

and variety. All the staple flowers and foliages are shown and, as they come out, the new conceits featured by the leading modistes of Europe will be added. Fancy feathers, ostrich, etc., are shown in an extensive range of colors and effects.

The department devoted to braids and pressed hats deserves particular attention as there is shown here an immense variety of new patterns and effects, including the new loosely-woven ramies, plain and fancy Yeddas, pyroxalines, etc. In pressed shapes the hats shown are copied from the latest ideas obtainable from abroad. In



Fancy net bandeau, worked with jet beads, sequins and cabochons — Shown by Cockburn & Rea, Toronto.

ribbons and other millinery materials the stock is very complete.

In order to secure the very latest styles and novelties, two of the firm's buyers will remain in Paris until the latest possible date.

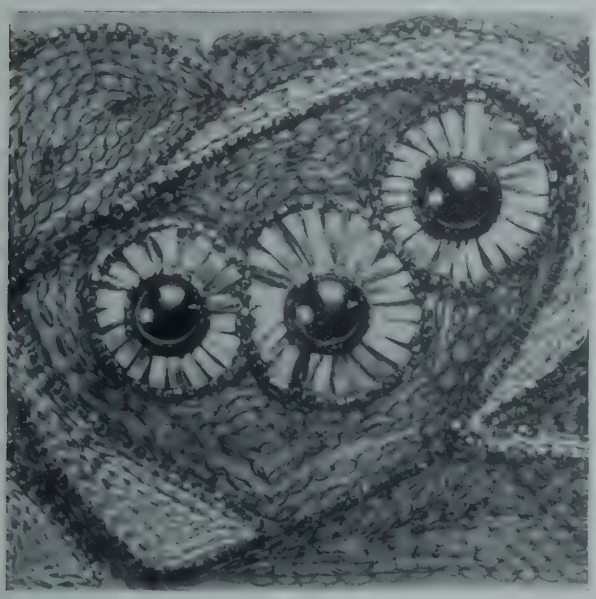
MATERIALS SHOWING FOR SPRING, 1910.

Novelty end of the season developing—Very large hats predicted—Fine and coarse bright straws selling—Coarse ramie and fancy pyroxaline braids good—Fine flowers favored—Chantilly lace strong and iridescent nets and chiffons shown—Velvet and glace shots the leading ribbons, and piece velvet for underbrim facings.

No. 4—Ribbon-trimmed model of Raffia straw, finished with feather mount. For instructions as to shape, trimmings and materials see page 11

R. Taylor's Assortment.

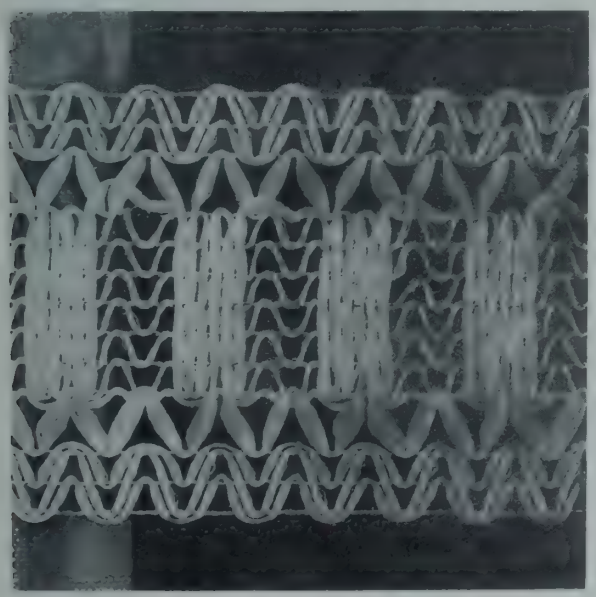
R. Taylor has recently returned from Paris and London, where he has been buying Paris model hats and novelties for the coming Spring season. The hats will be extremely large, larger than ever, also large deep turbans



Novelty bandeau worked in floss silk straw, iridescent beads and cabochons — Shown by D. McCall Co., Toronto.

with four to six-inch crowns. Fine braid hats for early wear will be in demand. Silk and crinkle braids, as well as crown pieces, will be much used. Small and medium flowers seem to have the preference. Roses in three shades of red will be good. Mechlins, velvet ribbons and wide black lace will be strong.

Mr. Taylor has had a very successful season. Since moving into new premises at 76 Wellington Street West



Lace bandeau in antique silver — Shown by Cockburn & Rea, Toronto.

his business has increased steadily, and the season just opening promises to be the best in the history of the firm. Milliners will find a large assortment, affording an excellent opportunity of studying styles for Spring trade.

Montreal Millinery Openings.

The wholesale millinery houses of Montreal anticipate an unusually good season, and preparations are being made accordingly.

The strength of turbans at the present time makes it seem very certain that the position of this style of hat in summer materials will be strong for the Spring business, particular for the medium trade. It is also expected that very large dressy hats will be worn a great deal. Natural leghorns, with velvet, black Milan in large sailor effects, with rolling brims, and different tri-

Large picture shape in black chip — Shown by the D. McCall Company, Toronto.

corne styles, will be among the hats for early wear. Large Tuscan hats and crinoline turbans will also be worn.

Brims of large hats will turn up abruptly at the left side or at the front, back or in any desired way, while some roll gracefully all around. Crowns are large and the medium heights will likely be most in favor.

Indications favor velvet for trimming on hats for street wear. More elaborate hats will be trimmed with tulle flowers, foliage and ribbons. It seems probable that ribbons will be in greater vogue for the coming season's millinery than for some time. Large shaggy

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may be obtained in more ways than one. But no method is more successful and economical for manufacturers of Clothing, Whitewear, Underwear, Footwear, Millinery, etc., than the use of

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We would like to quote you a price on some really good woven Silk Labels. The neatness and quality of the labels and the reasonableness of our price will appeal to you strongly.

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roses, of silk, with silk foliage of the same colors as the petals of the roses will be used extensively, and metal effects will also be good.

Debenhams (Canada) Limited.

Among the Montreal millinery houses holding their annual Spring openings on February 28th, is that of Debenham's (Canada) Ltd. This house is making elaborate preparations for an exceptionally big opening and

Black net bandeau, worked in beads and cabochons — Shown by Cockburn & Rea, Toronto.

are anticipating good business. They will show their usual large range of models, as well as untrimmed shapes, trimmings, flowers, ribbons, ornaments, etc.

They are including in their stock numerous models of medium size, and look for a demand for the coarse wide braids, as well as for the natural leghorns, and very fine braids. There are numerous changes in shapes, and a great many show the brim rolled off the face. This house is also putting in a good stock of flowers, and anticipate a good demand for the small flowers, lilies, forget-me-nots, etc. Ribbons, particularly velvets, and combinations of moire and satin, will be good. Tulles are expected to be in good demand for millinery purposes.

Farrell, Belisle & Co.

At the Spring opening of this house, they will show a large number of models, embracing the latest ideas in

Novelty rough straw shape, with sharply up-turned brim, and higher on the left side — Shown by the D. McCall Co., Toronto.

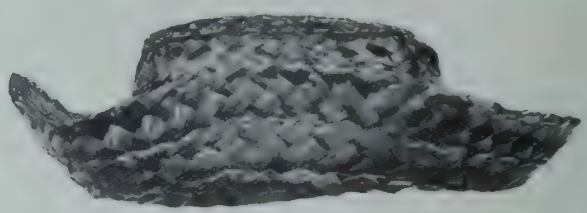
shapes, colors and trimmings, as well as an extensive display of untrimmed shapes, flowers, ospreys and feather mounts, ribbons, braids, etc. They will make a good showing of large hats, particularly those of the finer braids. Their stock will include a great many of the larger flowers, camelias, large roses, tulips, etc. Velvet ribbons will be featured.

J. M. Orkin & Co.

This important millinery house anticipates one of the most successful openings in its history, and are making preparations accordingly. Every effort is being made to show the last minute styles and large stocks of shapes trimmings, etc., best suited to the Canadian trade will be shown, as well as their usual splendid display of trimmed models.

John B. Caverhill & Co.

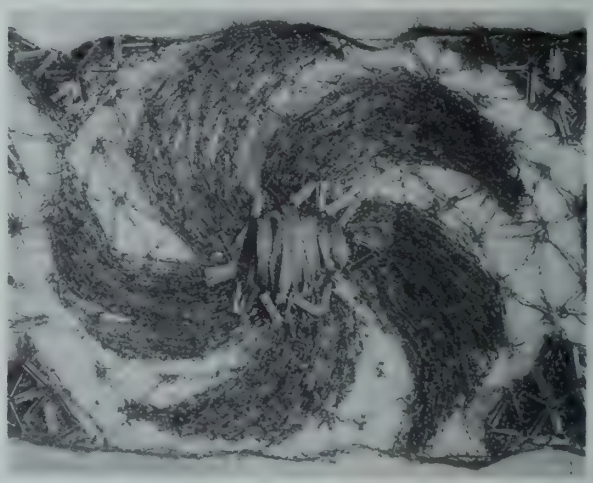
The Spring opening of the large millinery house of John B. Caverhill & Co., will be characterized as usual



Novelty tricorne in coarse, loosely plaited satin straw. — Shown by the D. McCall Company, Toronto.

by a fine display of trimmed models, shapes, trimmings, etc. Extensive preparations are being made for heavy business.

Other houses preparing for the annual Spring opening are : C. Dorlia and the Montreal houses of D. McCall & Co., G. Goulding & Sons, John C. Green & Co. Ltd., The D. McCall Co., Ltd., and the John D. Ivey Co., Ltd.



Gold net novelty bandeau, worked with dull gold threads, bugles and gold braid — Shown by Cockburn & Rea, Toronto.

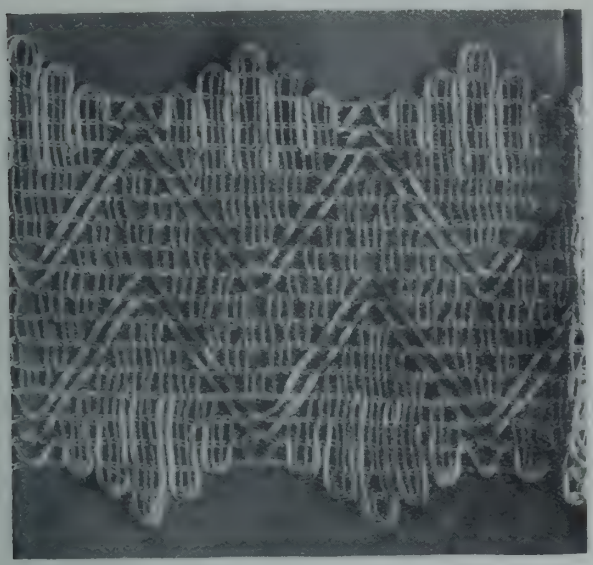
ORNAMENTS FOR SPRING 1910.

Oriental jewelled effects are the novelty in ornaments—Jets in a high position, and gold and silver are good—Jewelled and jetted bandeaux, and net bandeaux worked up with metal threads, beads and sequins are in favor—Fancy plume effects are good in feathers, and ostrich, both willowed and in French Curl, are wanted for trimming in high-class millinery—A big color season is indicated.

Importance of Careful Buying.

Not only is more millinery worn and more money paid for the individual hat, but each year the millinery shown becomes more artistic. As the eye of the customer becomes more trained and cultivated, her taste becomes more exacting and the demand on the ability of the milliner greater.

The true foundation of beautiful millinery is careful, discriminating, thoughtful buying, and no milliner is going to attain to the first rank in the profession who leaves her buying to the last, and then makes a haphazard selection of flowers, fabrics, etc., because they happen to strike her fancy and are new. Straws, ribbons, fabrics, flowers, etc., should be carefully matched, or should be in accord, and the milliner should be sure that she can turn out a hat perfectly and properly matched in each particular. The milliner who does this is going to make a strong bid for success.



Dull gold trimming galoon — Shown by D. McCal Co., Toronto.

Veteran salesmen will assert that every milliner who has made a reputation has been one of these careful, painstaking buyers, and that this careful selecting and matching has been the chief foundation upon which the majority of successful businesses have been built.

Milliners find the time spent in the city at the opening of the seasons a pretty strenuous one. There is much to be done in the warehouses, and the city offers many distractions. That the milliner should go about and see things is wise, but if she values her success in her chosen profession—and success and its accompanying rewards are sweet to all, she will make the buying of her stock her first object and give it her early and undivided attention. She will let no amusement divert her thoughts from this part of the business. She will carefully select and match until she is sure that she has everything needful in the proper shades, and she will find that a stock chosen in this manner will be a tower of strength during the whole of the season.

Trimmings and Buttons.

Buttons are still to the fore as a trimming as well as for their proper use as a fastening. Not so many buttons are used, but those seen are both larger and are also handsomer. Pearl buttons are in evidence, and so are handsome metal buttons in both gilt and silver. One, two or three buttons fasten the front of a coat, and there are buttons also in the sleeve and back.

For trimming the summer linens and cottons, ivory buttons are shown in all the new colors and shades to match the cloth. Many of these have the dull satin finish.

Crochet buttons are also used extensively. These crochet buttons are shown in many shapes, though the dome and ball, and flat shapes are those generally used. Some are oval, and cylindrical, and are intended to be made into frog fastenings with cords, etc.

Baronet's Wife in London Shop.

"Mme. Julie," the second saleswoman in the costume department at Selfridge's, is in private life Lady Affleck, wife of Sir Robert Affleck, baronet. People have been interested in the tall, gracious lady whose dark hair is flecked with grey, from the day of her arrival at the establishment, not long after the opening. The ladies liked her stately figure in its plain black cloth gown—the regulation dress of the department. They liked Mme. Julie's dignified ways and well-bred voice. Some recognized her, but respected her evident desire to be known only as Mme Julie. Only this week did the secret become known to her colleagues of the showroom.

Lady Affleck, when Miss Julie Georgina Prince, married Sir Robert in 1886. Four years later he sold Dalham Hall, near Newmarket—a stately Queen Anne residence which had been the home of the Affleccks for a couple of centuries—to Mr. Cecil Rhodes, the price paid being £107,000. Financial troubles brought Sir Robert into the Bankruptcy Court in 1903, the debtor attributing his difficulties to having been defrauded of £10,000 by a solicitor, and to his capital being locked up in a Hampshire estate—Barton Court.

Lady Affleck, being a woman of brains and resource, determined to do what she could to help herself, and she was one of the many women of all social grades who applied to the firm last Spring.

She was engaged as a "critic" at first. It became her business to make purchases in one department after another and report on her experiences. Her knowledge of the art of shopping made her observations very valuable to the firm, and later she was offered the post of second saleswoman.

New model in hair braid, with the brim rolling up both front and back — Shown by the D. McCall Co., Toronto.

Printed foulards are to be among good selling silks for the coming Summer. The new foulards have the soft liberty finish on a fine twilled fabric, and in the novelty end many shots are shown. These soft shots are particularly attractive and quite merit the name of chameleon. The patterns are all small and unobtrusive and are in geometrical designs, floral effects being remarkable by their absence.

Taffetas are in a more important place this Spring and are slowly regaining their hold on popular favor. Shots or changeables promise to help the vogue of taffetas to some extent.

Large and Medium Sizes Lead Among Importations

Practically all of the French Hats Turn Up—With Return of Back-roll Head Sizes Must Decrease—Flower Trade Preparing for Demand for Small Effects—Grey, Blue and Gold Leading Colors—New York News.

Staff Correspondence.

Office of Canadian Millinery Review,
160 Broadway, New York,
January 19, 1910.

IT is never very wise so early in the season to be positive in one's assertions as to what will or will not be good. At this early date no one knows, and all one can do is to look over the various lines, size up the situation to the best of one's ability, and get a consensus of opinion. Until the French hats begin to arrive, American manufacturers content themselves with making up only the most conventional effects. As yet, but few imported hats have been seen, but those have suggested several new features.

It certainly does not look as if small hats were to be the vogue, but among the French hats, several of medium size were noted and practically all of them turn up, maybe not all around, but either at front or back, if not at either side. A number show the back roll, which was introduced with no success last season, for as we know, the reverse proved fashionable then, the hats turning up directly in the front as they do at the present time, proving the favorite.

Under-brim Trimming.

With the return of the back roll, the headsize must naturally decrease in size to preserve any sense of balance and this fact has already made itself felt to a slight degree. There seems to be no inclination on the part of the designers who set the fashion to reinstate the bandeau in spite of the fact that the very latest cry is for under-brim trimming. Perhaps it is best to say that brims are now trimmed, so, when it is thoroughly understood that brims turn up, it may be known that the trimming applied to brim is on the under side. In the case of a deep coronet, for example, a fold may be applied almost or directly around the centre, and this fold, or maybe twist, may be finished with a flat bow. Small tight flowers may be applied in the same way and, as has been the case for so long, facings are still in the field.

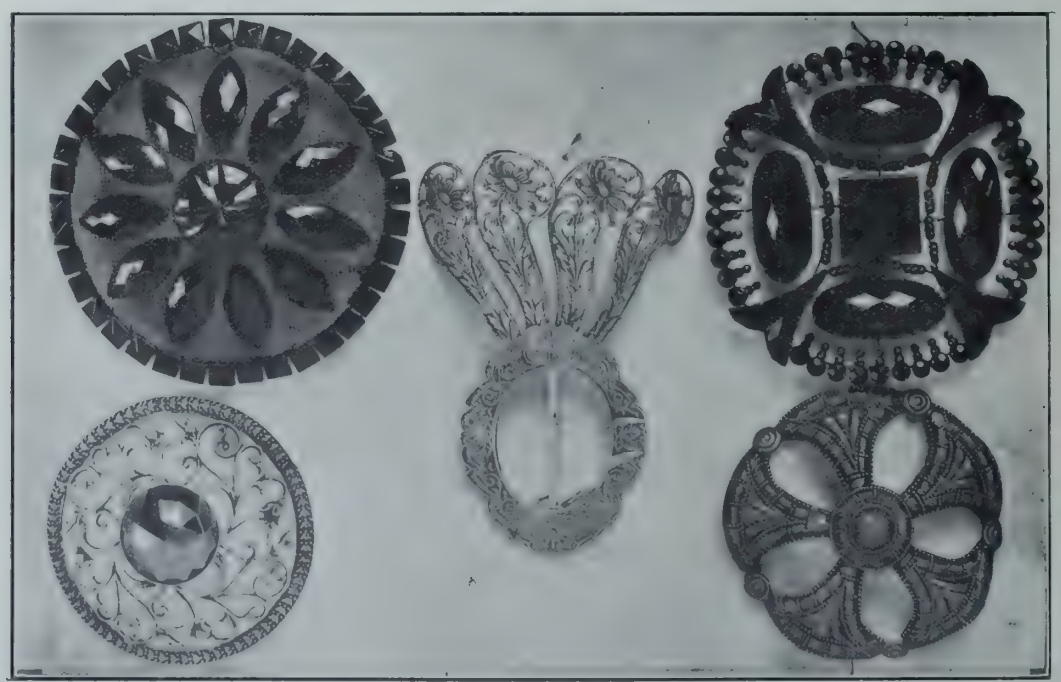
Velvets and Straws.

Leghorn, faced with black velvet, is offered as an early Spring suggestion. It certainly looks as though velvet would be quite freely used for facing and as for the popular straws, Milan, Leghorn, ramie, Jap braids; indeed, practically all kinds promise well.

After all, it is the shape that counts and not the material of which it is made, and therefore, at the risk of repetition, one would say that the accepted standard of line at the present time will not be the accepted standard for Spring, for brims turn up and are indented, pleated in, or curled, as the case may be, and hats will not sit down on the head, as far as they do now, although headsizes are but little smaller, and crowns only proportionately so. Nor do crowns appear to be as high as at present, and, in many instances, the trimming rises above the crown.

Small Flowers,

The flower trade is preparing for a demand for small effects, and as usual at this season, flowers will have first call for trimming. Very small pink roses, massed in great clusters, are thought well of. A lovely wide brimmed



Cabochons, brooches and ornaments — Shown by the D. McCall Co., Toronto.

Leghorn, faced with black velvet and turned up across the back, had a wreath of small roses entwined around and partially over the crown with foliage used in a cluster at one side. Violets are thought well of, and, as usual, there are combinations. Gardenias are selling well now and have been much worn all winter, but it is not expected that they will be strong for summer wear. Like the poinsettia, which is essentially a Winter flower, they somehow do not seem appropriate, excepting on fur or velvet. Wistaria and hydrangeas, while not small flowers, may be used to produce much the same effect, and flower hats made of either are being shown.

Maline Bows Much Used.

Maline plays a very important part in the new styles. Large, wired bows of maline or fancy net are used to cover the crown, wholly or in part, and are mounted at the front or back. Lace is used the same way, but maline, on the whole, is more effective. Maline hats are engaging the attention of the department store trade, and it is stated that many have already been sold to the southern tourist. The large bow is featured on practically all shapes, and not only in maline, but in heavier materials, is this idea good. Some of the velvet bows, made not of ribbon, but of piece goods, are huge affairs, covering the entire size of a hat. Turbans, with a high coronet and bow at side, are seen everywhere. Choux of maline and graduating layers of ruches covering the entire crown are some of the maline ideas seen. White maline, on Leghorn, is a dainty combination. One of the prettiest importations was of these materials, a cluster of six pink roses catching up the back brim. Another Leghorn had a crescent-shaped wreath of roses extending from either side around the back next to the hair, the edge of the brim was bound with pale blue satin ribbon put on full and a bow of the same was introduced at the base of the crown, which, by the way, was nearly a half-inch lower than the brim.

Pressed Goods.

A number of brims are slashed, particularly turban brims, and undoubtedly, turbans will be good for early wear.

Among those of domestic manufacture are many hand-made braid effects, but it would appear that it was to be another season of pressed goods.

The importers, as usual, will have their first display of pattern hats the first week in January. An early season is expected.

Ostrich manufacturers report a falling off in the sale of willows and a growing demand for the French curl for the better trade. Ornament manufacturers are confident that the present fad for brilliant ornaments will continue, and that gold will be very much in evidence.

As to color, grey, blue and gold seem to lead with rose color in flowers and foliage green.

Descriptions of Materials on Page 22

No. 1 — Large rose mount. No. 2 — Novelty plume of grasses. No. 3 — Mixed cluster, violets, half blown roses and foliage. No. 4 — Large silk rose sprig, mixed with fine flowers and foliage. No. 5 — Wreath of foliage and fine flowers. Shown by the D. McCall Company, Toronto.

No. 6 — Locust spray, shown by D. Lamont, Toronto.

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Floral adornments for new Spring millinery. For descriptions see reading matter on page 21.

Children's Millinery.

This is a department that has not kept pace with the development that has taken place in other lines. In most stores, very little attention is paid to the production of pretty millinery for children's wear. Of course, if an order is given the hat is made, but there is no effort to

Girl's hat in drooping brim shape. The crown of straw allover and the trimming of satin ribbon.

reach out for this class of trade and push its sale. Up to a short while back, the same condition held in garments for children's wear, but in the garment department, they are now waking up to the immense profit-bearing possibilities of this department and all up-to-date stores are showing children's goods, and are finding a ready sale for the same.

The milliner who shows children's headwear—not just

Girl's hat of leghorn, crown made from a plaque, trimmed ruche of satin ribbon and bow and ends at the side.

the conventional cotton models that have hitherto constituted all that was usually bought for children's wear, but who puts in a representative stock of dainty models, will find that by so doing she has invested in an attractive and profit-bearing line.

To do business, the goods need to be properly handled—there must be a good assortment shown, and they must be given both window space and interior space. In short, they must be intelligently introduced and pushed.

To milliners used to the general run of children's headgear, prices on the better models will seem above what she has been used to selling, but milliners must remember that she is now selling higher-priced women's millinery than she was a few years ago, though in this case the rise has been gradual and is not clearly realized until comparison is made. She will find that the woman who is accustomed to paying a fair figure for her own millinery will not grudge the price of a pretty hat for her children.

The models shown for the coming Spring are exceedingly dainty. For the tiny little lady, delightful little granny bonnets of tuscan straw with frilly brims and ties of chiffon and soft chons and bows of satin ribbon in pastel shades are shown. While for larger girls, simple shapes in various straws with draped crowns and trimmed

Child's bonnet made from a plaque of pyroxaline straw and lined and trimmed with pleated satin-edged chiffon. The ties are of the same.

with ribbon ruches and bows and loops are provided. Tricornes are shown for small boys, as well as various styles of straw and linen caps.

Silks.

Quite a good silk business should be done in the coming Spring, as the outlook is excellent for pongees and Shantungs in the various rough and semi-rough weaves. Though the dyed variety is kept up the natural shades are in a strong position and promise to be big sellers in the coming spring. The shades in the dyed silk are very lovely and among them are seen many lovely colors in wistaria, violet, raspberry, ashes of roses, mulberry, lime, reseda, Sahara, bamboo, gold, lotus, etc.

The vogue of black and white checks in wool goods is attracting silk buyers and it is likely there will be some call for silks of this class—chiefly in the smaller patterns. Diagonal weaves are the novelty of the moment and are being shown in all shades with the wider wales in highest favor.

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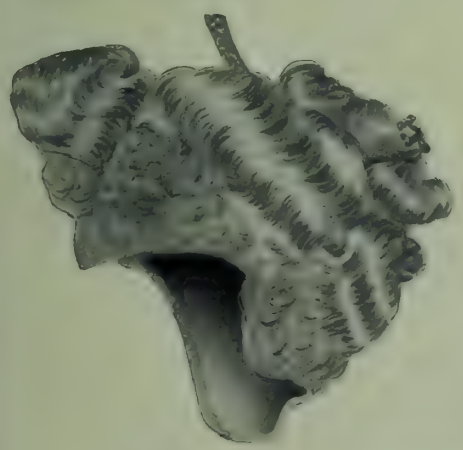

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The Canadian Millinery Review

VOL. 1. NO. 11.

February, 1910.

MacLean Publishing Company, Limited

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FEBRUARY 1910

Keeping in Touch with Customers.

IN these days of keen competition, the merchant must realize that unless he adopts some special means to hold the interest of his customers his business is likely to suffer by classification in the great general list.

A milliner who specializes largely in made-to-order hats has found that it pays to give her customers every facility whereby they may express opinions with reference to the store's service, the merits or demerits, if any, of goods purchased there, and make suggestions for improvement along general lines. She lists her customers carefully, issues announcement cards prior to openings, and shortly after each order has been filled, sends out a return post card upon which she asks whether goods purchased were satisfactory and, if not, what the defect; whether the customer's treatment in the store was satisfactory, whether goods were delivered in accordance with directions as to time, and, if not how late. Replies received to these cards have enabled the milliner to remedy faults in the service which she might otherwise have overlooked, have brought to her several valuable hints which she has been able to apply to the selling service, and, what is more important, has held the interest of the customer where otherwise a small defect might have caused her to go elsewhere.

While a certain percentage of cards sent out bring no reply, the milliner states that this not always indicates indifference. Some of her customers have taken the trouble to drop into her store with the object of acknowledging receipt of her enquiry and of expressing themselves in any way they may deem warranted. Many people also reply whom, she feels sure, she would never have heard from. In this way she is enabled to keep in very close touch with her customers and can study their likes and dislikes to particular advantage. Their continued patronage indicates their appreciation of this knowledge on her part.

* * *

Solving the Approval Problem.

THE extent of evils arising out of the approval problem is frequently to be measured by the hesitancy with which merchants regard any action on their part which may mar a sale or displease a customer. On this account there are milliners and dry goods men who have to stand for a considerable loss every year. They have been reluctant to adopt a policy which would be only just to themselves and which, if properly presented, should appeal to the average customer as only reasonable. Their treatment of it as a question which should be left severely alone has, moreover, resulted in accounts which have not always been easy to collect and some, in fact, have long been in the outstanding class.

A plan which, so far, has met with some success, is now being tried out by Chicago merchants who have seen the approval problem develop to a degree that was somewhat alarming. Expensive hats and gowns have been sent out on approval to be returned in a damaged condition and bearing unmistakable evidences of having been worn. Large red tags fastened in a conspicuous place to the garment or hat by means of a small lead seal is now used. Each tag bears the warning: "Goods will not be accepted if this tag has been removed," and as a limit is placed upon the approval period and strictly enforced, it would seem that there are few phases of the difficulty which cannot be dealt with in this way. The same plan may be found applicable in smaller places where merchants have continued to suffer from this evil rather than assert their right to fair treatment.

Shapes Show Evolutionary and Not Complete Change

New Styles Very Becoming—Are Being Well Received by the Trade —Many Made Turbans and Large Pressed Shapes — Breton Sailor a Leading Model—Malines, Nets and Fine Mesh Laces — Glaces and Taffetas

THE new millinery is meeting with an enthusistic reception from the trade, and milliners are expressing their entire approval of the styles. One reason for this satisfaction is that there will be no necessity to talk their customers into accepting extreme and outre models as the styles in hats, though varied and charming, represent an evolution of what has gone before rather than an introduction of really original styles.

Notwithstanding this fact, there is a wealth of originality displayed in the way in which ideas first exploited in Winter effects have been adapted to the use of Spring materials. It must not be inferred that shapes all follow the one line, for there never was a season when they were as pleasing and varied. Pressed shapes are large and authorities predict that the very large hat will reign during the coming summer. The chief straws are leghorn, tagel or hemp, and crin or hair. Milan and Tuscan are also good. Shapes are many and various. Not a few are inspired by the hats of the Louis XVI. period, and the brim of these shapes show a general tendency to turn upwards mostly at the back and the left side.

Large Sailor Shapes.

The tricorne models are shown in newer and more becoming forms and pompadour and bicorne models are also much in evidence. The latest development is in favor of very large sailor shapes. These are modeled from those worn by Breton sailors, only on very much larger lines. The crown of these new sailors is low and rounded and the wide brim turns up all round. Some of these new sailors also show a square crown. They are somewhat reminiscent of the "Georgette" sailors of a season or so ago. Another idea, halfway between a pressed shape and a made hat, is to use a slightly rolling or a drooping wide brim from a pressed shape, and completing it with a crown of flowers or foliage, of maline or net or even of pliable braid.

Hand made turbans are shown in a wealth of variety, both as to shape and to materials. Wide coarse braids in ramie, Jap and Yedda straws are much used. Tailored turbans in neat, moderate-sized shapes are trimmed with pongee scarfs printed in pine and Persian patterns. Wings and quills fashioned of silk and straw are a feature. All-flower turbans are another important item. Many are all of flowers or foliage and flowers or with the brim composed of braid, maline, or a fancy bandeau. Turbans come in many sizes, some of which are of generous width and height, while some are long and narrow and have the height at the back with sloping lines from back to front.

Rajah or Arab turbans made from bands of braid, puffed or rolled maline, fancy nets, crepes, etc., are shown.

Hats Set Well Down on Head.

Not only turbans but all shapes set well down on the head, and are worn at somewhat of an angle, and dipping slightly over the left eyebrow. The Arab and Rajah turbans in particular, have the headsize shaped so that the head fits into the crown, making the folds of material a continuation of the hair bands that swathe the head. All the new millinery, it must be understood, is designed for wearing with the new turban effects in hair-dressing.

While on the subject of straws and braids, it should be mentioned that leghorn is very scarce and, throughout the season, promises to be in much the same position that black beavers have occupied during the Fall and Winter. There is also a shortage in ramie briad. Wide, coarse braids in Yedda, Jap and ramie are in big vogue generally for the making up of turbans. Made pompadour and bicorne models are shown of one kind and color of straw faced with another color.

Many of the hats shown have either a wide band or the complete brim facing of velvet, generally black.

Ribbons Improving.

As indications become clearer, the position of ribbons improves. Wide velvet ribbons are much used, some lovely ombre effects being seen on the flower turbans. Glace, that is, shot ribbons, are in high favor. Duchess is much used, and there is a freer use of taffetas on the later models. In short, the position of ribbons is much better than was anticipated. Maline is again favored and from Paris and New York comes the news that this material is extensively used. Some very handsome turbans are wholly of maline, the mobcrowns being of several thicknesses. It is the fashion to overlay one color with another, thus obtaining the much worn shot effect. Jaunty turbans have the crown of pleated maline combined with straw and the brim is of plaited maline with straw and maline quills or bows. Maline or net crowns are used with straw brims, and many veiled effects are shown, such as a flower crown covered with a filmy veiling of maline. Chantilly and kindred laces are much in evidence, being appliqued on net or maline, the latter being cut away under the lace and the lace and maline being used to cover both the crown and the brim of the hat.

Strong Demand for Ornaments.

Ornament manufacturers will have a strong season. Cabochons and large pins in dull gold, antique silver, bronze or Oriental copper, as well as in jet and iridescent effects, are strong. The new feature in ornaments is the use of stones, studded in Oriental fashion with mock jewels. Drops and pendants are fashionable, as also are the use of tinsel tassels, etc. Wood beads, enameled in all colors, are the latest idea featured on imported millinery. These beads are on everything; they decorate bandeaux and are twisted around cabochons. Metal cords, laces and nets are freely used, indeed the use of gold and, to a less degree, silver is one of the biggest ideas for Spring. Bandeaux are extensively used, the metallic effects being placed first. Beaded bandeaux, studded with jet, are good and many of the best have drops and tassels attached.

Leghorn and hemp first in straws, and wide ramies, Japs and Yeddas first in braids—Big ornament season with Oriental jeweled and pendant effects good; jets staple—Big flower season with fine flowers in the first place—In feathers, aigrette effects in treated coque, Spanish coque and full plumes in French curled ostrich good.

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Spring Model Shown by the D. McCall Company, Toronto.

Fine Flowers.

Ever since the opening of the season, there has been a lively time in the flower department. The favor of fashion is accorded to fine flowers, and to flowers of moderate size, and indications point to a very profitable flower season. Roses, as usual lead, and shaded June and medium-sized roses in the new soft pinks are most effective. The latest rose novelty introduced is the French mull rose. This comes in medium sizes, and as each petal is made from a single layer of the mull, it is very fragile, but when properly used is most effective. A Germaine imported model, shown The Millinery Review, was trimmed with these roses. It was a Breton sailor in black hemp, the low crown encircled with a wreath of pale pink mull roses and veiling the roses were sprays of what looked like japonica only the flowers were blue. This flowering branch effect is a Germaine novelty of the season. Another featured by Lambert Bernheim, are tiny bluebells. A model from this house shows how these flowers are used. It was of black hemp in the new bicorne shape, the one that shows a concave brim considerably higher at one side than the other. This brim was faced with black panne, and across the centre of the hat, from front to back, was set a band of flowers. The centre of this band was of June roses in various shades of the pink, named Lutin on the color card, edged with a deep border of deep bluebells. At the back was set a flat bow of glace taffeta ribbon in blue and white. Wheat is another novelty, that promises well and nearly every house is showing pattern hats trimmed with it. Mounts of wheat in all the new shades are seen—blue wheat, cerise wheat, black wheat and wheat of any but the natural color. There are exquisite pansies in lovely tones shown, and all shades of wistaria blooms. Forget-me-nots, this year, are exquisite, coming as they do in natural shades that show touches of pink in the buds and half-opened.

Hyacinths, lily-of-the-valley, and other small flowers, come in all the new colors and are particularly striking in the new poinsetta reds that are to be prominent this Spring. All flowers in the violet and amethyst tones are to be good, and this brings lilacs and violets to the front. Daisies, marguerites, and marigolds as well are talked of flowers for the coming Spring.

Grasses and small fruits, particularly blackberries, are to be much used. Small roses are shown in a variety of shades and colorings and are likely to make a great appeal to the trade. Rose mounts, showing a cluster of roses at the base and with branches of foliage arranged aigrette fashion, are new and striking.

A noticeable feature is the almost entire absence of wings, but there are a number of soft, fluffy effects in treated coque that is good. Coque, particularly in Spanish, is used on high grade millinery, and here also there is considerable use made of ostrich, not so much in the willowed effects, as in full rich French-curled plumes.

The New Spring Colors.

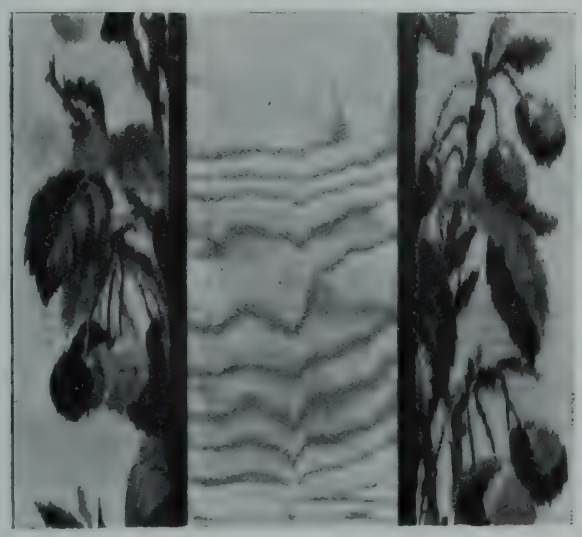
There has been an attempt made to steer the trade away from black for the coming Spring, but black is strong and will not be denied, and undoubtedly, the black hat, trimmed with a color, will rank high in the coming season. It will find a strong rival, however, in the burnt shades which are unusually soft and pretty, having in their composition a hint of gold. The first shade, known here as champagne, the Parisians have named blonde and the series lead up to the set of colors known as Toison d'or or "golden fleece" and these brilliant gold tones that shade into rich golden browns are in the very front rank.

The blue shades are in for a leading place and there is an unusual assortment of splendid shades to choose from. French blue, which is really royal blue, is in high favor, and next to it may be blaced the bluet series on the Claude card. The "North Pole" blues, which head the syndicate card, are fairly well shown but would seem to be undecided to strike the popular taste. The blues 4928, 4929, 4930 and the glacier blues, 4973 to 4975, as well as the new aeroplane and Bleriot blues are meeting with general approval.

Green shades are good, particularly the soft yellowish citronelle, or Linden greens. Other good colors in this class are the leaf greens 4919, 4920, 4921, and the series of resedas named Neptune on the syndicate card. The pretty aveline or filbert shades are little seen except in braids, but the new pinkish browns are much used in Paris and will assuredly make their way here. The soft rose shades, lutin and papilotte, are much seen in the flowers particularly roses used this Spring and the faded amethyst, and pinkish violet shades as well as the steel greys and mushroom shades make up a very strong color series for the coming Spring. The new poinsetta reds that verge upon cerise are the fad now in Paris. These colors came into prominence last Fall and are sure to be well worn on this side of the Atlantic in the early days of Spring. Model houses are sending over hats altogether of these vivid shades and they are being much admired. A flower turban, imported, was a Ponyanne model made wholly of three shades of tiny silk popies in the three cyprin reds, 4964, 4965, and 4966 on the syndicate card. The only trimming was a large bow of six loops, three up and three down, knotted in the centre, ombre velvet ribbon, placed side by side, to the back of the hat.

Ribbons.

In spite of the pessimistic talk on the part of a great many regarding the dull state of the ribbon trade, there is a strong feeling that when the Spring trade at retail, as well as the Spring millinery trade, opens up, there will be considerable call for ribbons. It is not expected this will develop into anything like a craze, but that there will

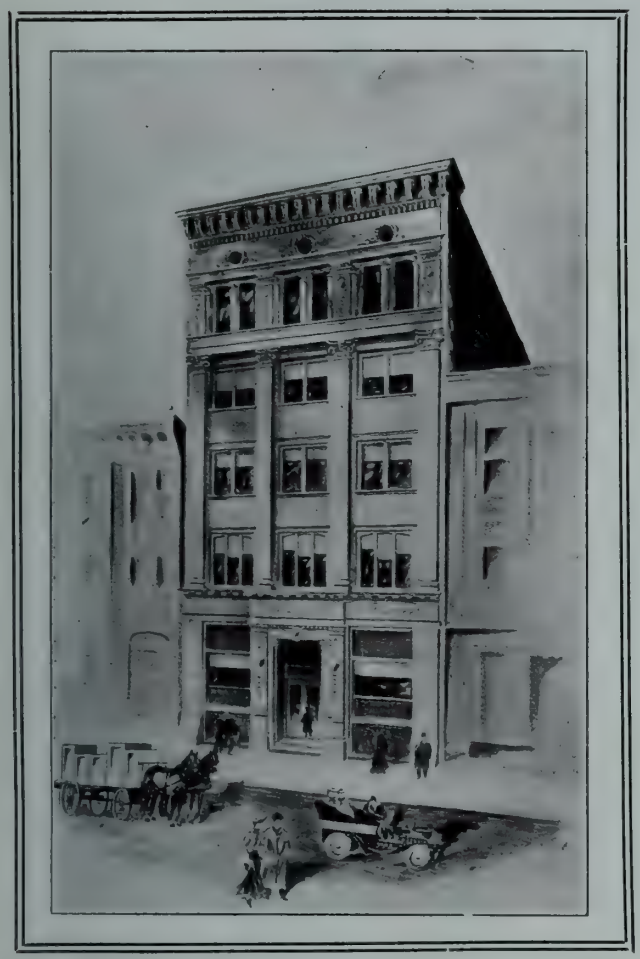


Fancy ribbon, moire centre, with floral edge—Shown by Cockburn & Rea.

be just a healthy demand. While importers of ribbons look forward to this, they have bought judiciously. Retailers generally have plenty of stock for present demand and buying for Spring has not been heavy, but should the expected revival in demand materialize, there will be a scramble for goods and sorting trade will be heavy.

Large Picture Hat from Suzanne of Black Tagel Straw, the crown massed with white ostrich plumes and a large pom-pom of ribbon at the side —By Debenhams (Canada) Limited, Montreal.

Large Sailor Hat from Marguerite, faced with Black Velvet; crown massed with small flowers — Shown by Debenhams (Canada) Limited, Montreal.



TORONTO WAREHOUSE

Spring Millinery Opening Dates

TORONTO MONTREAL WINNIPEG	Week Commencing February 28th, 1910
QUEBEC ——	Week Commencing March 7th, 1910
OTTAWA——	Week Commencing March 14th, 1910

OUR Unrivalled Standard of Perfection has been surpassed by this season's importations, and we can assure the trade that many valuable hints will be the result of a visit to our show rooms.

NOW ready for early buyers. A cordial invitation is extended to call and inspect our different stocks at any time.

The John D. Ivey Co., Limited

Details of Spring Millinery as Noted in Paris

Large Hats in Strong Position — Broad-Brimmed and Wide-Brimmed Effects —Colors in Order of Prominence — Flower and Foliage Season — Velvets as Underbrim Facings — Color Combinations Preferred to Harmony — Rougher Weaves in Straws — Mat Straws in Great Demand.

(Special Correspondence to Canadian Millinery Review.

Paris, France, Jan. 31.

VERY large hats, contrary to prediction, still hold the most important position in the millinery world.

Toques meet the demand of the few who must have change, and, of course, supply the correct headgear for suit wear.

Hat shapes are not noticeably blessed with distinctive features, the three most important styles being broad-brimmed and wide-crowned. One type has the left side turned down and right side turned up; another has the right brim wider than the left—varied in roll or turn according to fancy, while a third has a slightly higher crown and right brim rolled to meet the top of it. These three shapes are the lights or delights of fashionable millinery shops of Paris and are shown and favored by leading shape manufacturers of the country.

Concave Styles.

Many of the best styles are built and trimmed concave style, and the head fits into the brim as well as the crown. This, of course, brings the hat low on the face, and is recognized as the popular expression of hat form.

The turban toque is a chic representative of the season and becomes more styles of beauty than many women imagine.

Colors in Order of Prominence.

Colors in hat shapes arranged in order of prominence—burnt, champagne, string, black, white, tabac, onion, new royal, peach, moss, navy, cherry, ash-rose, amethyst, taupe, delf, sky pink. This arrangement of colors will closely represent the order in the selling line for Spring.

In flowers and other trimmings, new royal and cherry should perhaps be placed a little closer to the favored few.

Flower and Foliage Season.

Undoubtedly this is to be a flower and foliage season, for it will take twice as many flowers to trim the average hat and, right here, let us make no mistake about the style of flowers required. Small to medium-size roses, flat roses preferred, demand most of the style attention of the time. Small flowers of all kinds are being bought in a decided manner which leaves no room for uncertainty.

Small, flat roses, forget-me-nots and maiden hair fern are persistently arranged together. Large flowers are merely the occasional occurrence.

The Review's Paris correspondent here describes actual and necessary features in millinery for Spring and Summer.

Chiffon roses have been revived in earnest. Grasses, oats and foliage, with berries, are good.

Velvets and Ribbons.

Velvets, as under-brim facings, and ribbon arrangements, are astonishingly fashionable for Spring trade. One would imagine that velvet on straw would prove somewhat of a millstone, but, nevertheless, the liberal use of velvets hold an assured position. Colors mostly brought forward are black, cherry, new royal and tabac.

Some excellent combinations approved are:—Burnt straw shapes with black velvet facings; burnt and cherry; tabac and cherry; black and cherry; black and white tabac and new royal; black and new royal.

Combinations of colors is preferred to harmony. Three or four distinct colors are used on one hat. Not many hats are shown of one-color foundation and trimming.

Wings are rudely neglected. Apart from black and the darker staple colors for walking, or suit hats, very little use has been found for last year's favorite.

Cabochons, Buckles, Feathers.

Large cabochons and buckles are excellent property. Bandeaux, laces and insertions in old gold, copper-gold, gold, steel and silver have been purchased by everyone. Gold and silver malines are worthy of notice.

Ostrich feathers, black, ivory and colors, willow style preferred, show no diminution in demand.

Jets and moires, although used, are not prevalent. Shot effects are coming to light and quite a little business has been secured in shot taffeta ribbons, for millinery trade.

Duchess ribbons still hold first place. Taffetas are assuredly a laggard second.

Heavy Call for Mat Straws.

In straws, by the yard, one must advise the rougher weaves. Mat straws are in such active demand that nothing but late delivery can be secured at this date. Silk straws are second in use.

Leghorns and leghorn plaques, particularly the latter, have met with a very marked reception and, in consequence, are most difficult to secure. Although the price has advanced at least 25 per cent., the demand is still on the increase. Buyers are paying long prices and searching everywhere for leghorns.

Chiffons Likely to Outsell Malines.

It is quite safe to venture the opinion that chiffons will outsell malines this Spring. Some preparation should be made for this event.

After visiting the fashionable millinery shops of Paris, and interviewing the leading authorities on the subject, your correspondent presents millinery styles for 1910, not as vague ideas, but actual and necessary features in the composition of modern hat creations in America.

"It is safe to venture the opinion that chiffons will outsell malines. Some preparation should be made accordingly."—Review's Paris correspondent.

Very Large Hat Will Have Strong Vogue in London

Pronounced Feature is the Breadth Which is Greatest Across the Head—Many Models Roll Up in Front—Scarcity Likely in Leghorn —Wide Ribbons on Early Models—Shantung and Printed Foulard Scarfs.

Staff Correspondence.

Office of Canadian Millinery Review,
88 Fleet St., London, Eng., E.C., Feb. 1.

THE outlook is promising here, and now that the trade is beginning to show advance models, some idea can be formed of the styles favored. Present indications point to the vogue of the very large hat. Turbans, mostly of large size, will be good, particularly for the mid-season trade. The height of the crown and trimming varies greatly, but one of the pronounced features of the new mode is the breadth of the hat. Shapes differ greatly, but in the majority number of models shown the greatest breadth is across the head and this holds good of the new bicorne and even of some of the new sailor shapes.

Nine models out of the dozen shown roll up in front, and a very large number roll up at the back also. The high side flare is also a feature of many hats.

Already there is a predicted scarcity of leghorn and it looks as though the black beaver business would be repeated with the leghorn hat in the place of the beaver. Braids seem to be reserved for street hats and here, unlike the situation in pressed shapes, the coarse ramie or pineapple braids are the most fashionable. Satin straws and pyroxaline will be very much used.

Hemp, Tagel, Milan, Tuscan and hair are all freely used for pressed models.

Untrimmed Large Hats.

In untrimmed hats the shapes are all large and although many shapes are shown with the brims rolling, there is a district tendency to favor the mushroom brim and clever models are shown with this droop and the back roll in combination. Large Breton sailors, with the roll gll round, are shown among the models that are likely to sell in quantity. There is a number of straw novelties in the form of all-overs, etc., that will be used both for crown effects and for trimming purposes. Hoods and plateaux are used in developing turbans, and some of the new ones fit so close to the head as to necessitate the hair being worn in the new way, that is, without puffs or rolls and with the hair either braided or rolled around the head.

For street wear the turbans are smaller and more severe in type and are made of wide bulky plaits of ramie, chip, etc. These wide plaits come in all the new colors and also in all the glace colorings. Other straw nevelties are large straw buckles, straw tissues, tubular and Milan passementeries, crinoline insertions and trimmings.

Absence of Wings.

Turning to trimmings, there is a notable absence of wings, with the exception of made ones of straw and silk straw and maline, etc. Shantung scarfs in pine patterns and printed foulard scarfs are used to trim street hats, and quills and wings in these straw and silk combinations are often the sole trimming used.

Early models are often ribbon-trimmed and there is every indication that wide ribbons will be in demand for the beginning of the season. Glaces, taffetas, moire glaces, Duchess, as well as striped moire and velvet, moire and brocade, and other novelties are used. For example, a hat in the new mushroom crin had the brim bent up in front and at the side forming a point over the lelt eyebrow. The whole of the crown is completely hidden under a mass of loops of shot mushroom and rose ribbon—the rose shades varying from a pale shade down to one that verges on purple.

For Riviera Wear.

Many maline models are being made for wear in the Riviera. Mushroom brims of straw are combined with huge mob crowns of maline, or the brim will be of plaited or rolled maline. Often a shot effect is gained by using two or three different colors of maline, the one over the other.

There is a strong feeling for these soft fabrics, and tulles, crepes, silk mulls, etc., are much used. The latest idea is for flowers of these fabrics, and mull roses promise to be as much used as the rococo roses of last summer. This variety of rose is seen in all serges, but is most used in the medium ones, and as the petals are formed by using the single material, the edges present a somewhat ragged appearance. They are very effective when skillfully used, but it is easy to get the very reverse of a good effect if care is not taken. All flowers are used in mass and, next to the mull roses, the crush roses come as a high novelty. Garden and June roses are used profusely and there is every preparation made for a big season in fine flowers. Efforts are being made to push violets, and turbans are shown partially made of this flower. Wheat, pansies, forget-me-nots, lilies and other fine flowers are well used. For the early trade bright reds are featured and red wheat is a high novelty also wheat in black and gold.

Signs of Spring.

It would be curious to trace the connection, existing in the public mind, between the weather for the coming Spring and the fact that the sun shone on the second day of February. All Canadians are familiar with the saying that bruin comes out from his long winter's sleep on that day, and, if the sun shines, he knows that in six weeks more the winter will be over, and the country will rejoice in an early Spring. This connection does not seem to be confined to Canada either for a French traveler in the millinery line, in one of the importing houses on the second, was smiling all over because he had seen the sunshine on the morning of that day. He assured his customer that he had never known a season yet, in his 30 years experience, that had not been a good one when he had seen the sun on February 2nd. If bruin and the traveler are right, the early Spring and the prosperious state of the Dominion will mean a rich harvest for the trade in the seasons that are now opening up.

Snappy Millinery

That's what you will see at our Spring Opening on February 28 and succeeding days.

We believe we have outstripped all former seasons in bringing together an assortment of shapes and patterns that you can sell quickly and profitably.

And the same remarks apply to our splendid stock of fashionable trimmings and millinery staples.

Come Here First

Spring

FEB. 28

Opening

The D. McCall Co., Limited

94 Wellington Street West,

Toronto Ontario

Leghorn Model by Lewis — Shown by the John D. Ivey Company, Toronto.

What Paris Sends for Initial Openings in New York

Most Striking Feature of New Millinery is Turned up Brims after Louis XVI Period — Bandeaux not Prominent — All Hats Worn at Rakish Angle — Newest Creation is the Bonnet — Wider Brims

Staff Correspondence.

Office of The Canadian Millinery Review,
160 Broadway, New York, Jan. 30.

MUCH of the uncertainty felt at the beginning of the season is being dispelled, for the importers have held their openings and to a certain extent the styles are established or rather decided upon.

The importations were heavier than usual in January and the bulk of the hats shown were of a higher order than we have been led to expect for the first showing.

Changes have come about rather more gradually than usual, so that we do not find the new rolling brims quite as startling as one would expect. The most striking feature of the new millinery mode is the turned-up brims, peculiar to the Louis XVI. period, which calls for trimming next to the hair.

It may be mentioned, in this connection, that many of the imported hats are trimmed under the brim but, instead of the trimming being sewn to a bandeau, it is sewn to the brim itself which, in nine out of ten instances, is faced. Bandeaux are not conspicuously prominent, not even the round discs that were worn early in the season to keep the head from going too far into the crown. Fashion has decreed that hats shall smash down to the ears, which are covered by the arrangement of the hair—coronet braids and swirls being the coiffures favored by fashion. Even the turbans, set down so far on the head that, worn at the angle which is now la mode, the edge all but rests on the shoulder. All hats are worn at a decidedly rakish angle, the majority are worn well back off the face, although the dip is so exaggerated that in many cases the right eyebrow is obscured.

Bonnets the Novelty.

The newest millinery creation is the bonnet. Marie Louise has sent us some quaint basket like affairs that are tied under the chin and cover the entire head. These are only a step removed from auto hats and are sold for driving. The term bonnets is more or less misleading, for in reality they may be termed toques or close fitting hats, caps or hoods, with quite as much propriety, and it is only in exceptional cases that ties are added. Plateaux and cones of hemp, neapolitan and kindred braids, are most often used for these effects, which are bound to attain a certain amount of popularity since they are so becoming to the average wearer.

Hats Still Huge.

From this information it must not be inferred that small hats are to be au fait for Spring, for the contrary is the case, from present appearances. Indeed, the majority of hats are nothing short of huge, and headsizes are if anything larger than ever. A hat, the brim of which turns up, however, never appears as large as a straight or turned down brim, but by actual measurement, brims are wider this season (meaning the one upon which we are entering) than they were last. The bicorne is the most popular shape, although tricornes are still used in modified forms.

Penchant for Small Trimming Effect.

It is rather curious to note that while shapes are very large, trimmings are not conspicuously so, certainly not floral trimmings. There appears to be a penchant for small effects, roses leading, as they nearly always do. Hops are used considerably, as are violets, gardenias, hyacinths, wistaria, and other small effects. A number of models were made, if not wholly, partially of flowers. Louison used the small flat flowers, applying them to the top or bottom of the brim as pleased her fancy. Violets are used to make crowns, Parma violets being mostly seen.

Few All-Blacks Imported.

Among the flowers the novelties are first the French mull roses with their frayed edges. These come in all shades, but appear most often in delicate pink on black or colors, which leads to the observation that comparatively few all-black hats were imported. It would seem as though there was a tendency to lighten the colors. Blue—the Eight Kings blue leading—and blonde and the Toison d'Or shades with grey and bright scarlet and rose shades are the most impressive colors. Scarlet and grey is affected to no small extent. Grey is more often used for the body of a hat, possibly, than any other color, but leghorn really leads for the hat proper.

Combining Velvet and Straw.

It must be reiterated in order to impress its importance upon The Review readers, that the newest method of combining velvet and straw is to use the straw as the facing, the upper brim being of velvet, and the crown most frequently of velvet, but not infrequently, also, of straw. Success could only be expected for this combination early in the Spring, but Easter coming on March 27th would make, it seems not unlikely, the straw-faced velvet hat prominent at that time. From present indications velvet is to be much used, as is also maline. Huge choux and bows of maline are now being worn, and leghorns covered with maline and trimmed daintily with flowers are lovely with folds or a facing of black velvet.

Demand for Leghorns.

A demand for leghorns that will correspond with the demand for beavers, which is not just now abating, is fully expected, and being prepared for. Pressed shapes lead, although there are a number of hand-made hats in the importing house, while domestic manufacturers of this style of goods are anticipating a big demand for this style of hat. Very coarse Jap braids are well thought of for these hats, while for pressed shapes, Leghorns, Tagals, Milan and Neapolitans are favored.

While, without a doubt, it is going to be a big flower season, there are many feather trimmed models in the market. Plumes des numides and casaoir effects are the leading feather novelties. Willow for medium price hats continues strong, but the more expensive and elegant hats show the French tip, mounted well toward, if not directly at, the back. Fewer aigrettes are seen than at the beginning of last season, but many quills are shown, the newest having such a curve as to be almost crescent shape. These are dove-tailed and used to cover the entire top of one of the smartest hats imported, a huge straw bicorne, with velvet facing and eight quills, four going from front to back and four pointing in the opposite direction.

New Ribbon Effects.

Ribbon in fancy weaves and of heavy texture appears much more frequently than it has done in the past.

Continuous Publicity

of the most effective and cheapest kind is assured the merchant who is using our

Silk Woven Labels

A good looking label speaks well for the garment—it is, as it were, the trade-mark of quality, and it is an advertisement that stays active until the garment wears out.

Let us submit some distinctive labels for your wares. There's no more profitable form of advertising extant.

WRITE FOR DETAILS.

CANADA LABEL & WEBBING COMPANY, Limited

MORROW AVENUE, - TORONTO, CANADA

STREHL'S HAIR GOODS

are recognized as the standard of quality. If you want to make a trial of this line, all that you will have to do is to put in a few samples. This will enable you to show the different sizes to your customers, and if an order is taken by you send same to us with sample of hair, the exact color, and we will forward goods by mail or express. We will cheerfully take back goods if not satisfactory. You run no risk.

We are Headquarters for Switches

Wavy Switches, Pompadours, Curls, Wigs, etc., at lowest prices. Send for Illustrated FREE List.

All-over Real Hair Nets, now so fashionable, $1.50 per dozen.

A "SPECIAL" SWITCH

A good seller and a money maker, made of second quality WAVY hair in good assorted colors.

No.	Weight	Length	Each	Dozen
500	2 oz.	24 inch	$2.25	$24.00
450	2 oz.	22 inch	1.75	18.00
425	2 oz.	20 inch	1.50	15.00
400	1½ oz.	18 inch	1.15	12.00

STRICTLY FIRST QUALITY

Assorted Colors—Short Stems

No.	Weight	Length	Each postpaid	Dozen
11	1½ oz.	16 inch	$1.50	$ 15.00
12	2 oz.	18 inch	2.00	21.00
13	2 oz.	20 inch	2.75	30.00
14	2 oz.	22 inch	3.25	36.00
15	2½ oz.	22 inch	4.00	45.00
16	2½ oz.	24 inch	5.25	60.00
17	3 oz.	24 inch	6.25	72.00
18	3 oz.	26 inch	7.75	90.00
19	3½ oz.	28 inch	9.00	102.00
20	4 oz.	30 inch	11.00	126.00

10 Sample Switches - - - - $49.75
Less 6 per cent. for cash - - - 3.00
$46.75

SECOND QUALITY HAIR

Assorted Colors—Short Stem

No.	Weight	Length	Each postpaid	Dozen
21	1½ oz.	16 inch	$ 0.50	$ 5.00
22	2 oz.	18 inch	.65	7.00
23	2 oz.	20 inch	.90	19.00
24	2 oz.	22 inch	1.10	12.00
25	2½ oz.	22 inch	1.35	15.00
26	2½ oz.	24 inch	1.50	16.00
27	3 oz.	24 inch	1.75	20.00
28	3 oz.	26 inch	2.40	27.00
29	3½ oz.	26 inch	3.00	33.00
30	4 oz.	28 inch	3.50	39.00

10 Sample Switches - - - $15.33
Less 6 per cent. for cash - - .92
$14.41

THE CORONET PUFF

A group of puffs, made of soft natural curly hair. The latest style of coiffure, easy to arrange and universally becoming.

Per set of 7 puffs, $1.75 Per dozen, $18.00
Per set of 6 puffs, 1.50 Per dozen, 15.00
Per set of 5 puffs, 1.25 Per dozen, 13.50
Per set of 4 puffs, 1.00 Per dozen, 11.00

Shades of gray, blonde, drab and auburn are more expensive, according to the scarcity of color. Any size and number of puffs made to order.

NOTICE—Cut Hair made into switches, 35c oz. Combings made into switches, 40c oz.

WILLIAM R. STREHL CO.

34 MONROE ST., CHICAGO

Corded and basket weave effects in duotone or solid color and moire are mostly seen. An idea noted on several French hats was this: On the ends, if not over the entire surface of a wide ribbon bow, small flat flowers were sewn. Crush roses were usually used and by-the-by this variety of rose, neglected of late, is now well to the fore. Crush roses applied to the underbrim of a hat are very effective, and they are also sewn to 2-inch velvet ribbon which is fastened at the back, at each side of the crown, crosses the head and resting on the hair. This idea is seen on all sides and is decidedly novel and picturesque. Most of the underbrim trimming is at the back rather than at the side. Indeed the greater part of the trimming is at the back of the hat, and in nearly all cases the back is higher than the front. While flowers are prone to lie near the hat, feathers and bows usually have a high arrangement.

Wheat and Barley.

A trimming very much to the fore is wheat and barley in natural and artificial effects. Scarlet wheat is one of the season's novelties. Wheat or barley is arranged in shower like clusters covering the crown rather than in aigrette or up-shooting effects, and it is unquestionably a pretty trimming. Gardenias, which have had an unusual prestige during the winter, are entered in the race for Spring favor. They are seen in white and colors and promise well individually and in combination with other bloom, notably violets.

At this season there is so much to be seen that it is hard indeed to pick the really important features. There is a great diversity of opinion about many things, but all agree that it is to be a big flower season, and that the demand will be for small effects. Nor is it possible to dispute the worth of leghorns. Opinions differ as to the size of the shapes, for a great rush for the bonnet shapes is within the bounds of reason. The consensus of opinion though is that the large hat will be supreme, even if such a flurry occurs. But by the large hat is not meant the broad-brimmed hat, for our imagination already conceives always the upturning brim when the word hat brings a picture to our minds.

It is hard to believe that even the most severe critic could pronounce the Spring millinery, as we now see it, unlovely. There is little of the bizarre in the first showing which is rather unusual since the first shipment usually brings us the creations of a mind aiming only to produce the startling and original. The second openings which set the seal of approval on the mode to be are scheduled for the first and second weeks in February and of this more anon.

Unique Window Display.

The Hens-Kelly Co., Buffalo, has had a big attraction during the stormy winter weather in a most attractive window, showing the advance styles in millinery and costumes. While the snow blew in great gusts outside, the crowds lined up to the window, which represented a Palm Beach scene. The two central figures were little life-size piccaninnies, clothed in ragged shirts and trousers. On all sides were displayed the latest millinery, both on figures and on standards, while across the base of the window was a long cartoon in colors, of the advance styles—the hats very much exaggerated, the bodies with their dresses being very small. This was an original and interesting window, and drew the crowd inside to view further models displayed in the millinery department proper.

A Chaigneau Model — Shown by the Smith-Runciman Co., Toronto.

How to Shape, Drape and Trim Modern Millinery

Details of Construction of Five New Models, Describing Use of Fabrics, Combinations of Colors, and Disposition of Trimmings, with Measurements to be Followed--Turban, Tricorne and Other Shapes.

Models Described in the Following Article are Shown on Pages 20, 30, 36 and 37.

THE cover illustration for this month, shows a picture hat of black and white Tagel braid trimmed with a very pretty arrangement of small flowers and grasses.

This is a pressed shape of white Tagel braid with the edge of black Tagel.

Black velvet ribbon is used around the crown with a flat tailored bow across the back and lying partly on the brim. The bow consists of two loops one way, each loop being six inches long, and one loop and two ends the other way with a broad flat cross over.

The clever arrangement of the grasses, small flowers and fruit across the front completes this most charming model.

It will require two yards and three-quarters of black velvet ribbon for the trimming, with grasses and flowers.

* * *

No. 1.—This is a very smart tailored, Spring model in mushroom and brown shades, trimmed with straw wings, edged with pleatings of brown silk ribbon.

This is a blocked shape, faced at the edge with a two-inch facing of velvet cut to fit. This velvet band is faced with silk, the same shade and interlined with a stiff muslin. When the fold or facing is made to fit the edge of the brim it is sewn on at the inside edge with a wire finish.

The brim is slashed at the left side, front, the portion toward the front being rolled up slightly, and that to the left side rolled under.

The trimming is composed of a bow of six straw wings —matching the straw in the shade as nearly as possible— seven inches long and five inches wide, and edged with a pleating of brown silk ribbon.

For these pleatings half the width of a five-inch ribbon is used.

The wings are arranged at the left side front of the model hiding the slash in the brim.

Two rows of the full width of the ribbon, doubled, is used round the crown.

Materials required—three-quarters of a yard of velvet and three-quarters of a yard of silk for the facing edge. Ten yards of five-inch ribbon and eight yards of the braid for the trimming.

* * *

No. 2.—Another street model of simple style, in blue shadings with black trimmings. This is also a pressed shape, in the coarser satin braid. The black velvet ribbon is twisted round the base of the crown. The flat velvet bow, made by folding the ribbon so as to show a part of the satin back, finishing the stem of the solitary pair of black mercury wings at the right side front of the crown, which is the only trimming used for this extremely stylish model.

Two yards and one-quarter of black velvet ribbon. three-inches wide, will be required for the trimming.

* * *

No. 3.—A tricorne with black maline brim, and crown of pink rose petals.

Measurements of the frame — Head size, nineteen inches; front, four inches, roll, two inches; back three inches, back roll, five inches; sides, three and one-half inches; roll, three and one-half inches; left side front, three inches; roll, five inches; right side back, three and one-half inches; roll, two inches; face wire, thirty-nine inches. Base of crown, thirty-three inches; top wire, twenty-six inches; height, four and one-half inches.

The frame is covered with a double thickness of chiffon, the brim black, the crown pink.

For the brim, cut a piece of maline three yards in length, using the maline double; make five tucks one inch deep, and, one inch apart, starting one and one-half inches in from the first edge, running a shirring thread at each edge of the maline.

Sew the first tuck at the top wire all round the brim, drawing up the maline full to fit, the one and one-half inch edge being drawn over to finish, on the inside of the top brim. The tucks are then all drawn in to fit the brim, sewn neatly to the face wire, and the edges which are over are cut off.

The crown is covered with pink rose petals, commencing to sew them on at the base of the crown. When finished sew the crown firmly to the brim. Then face the brim plainly to the face wire, with eight single thicknesses of the maline, finishing at the edge with a wire and making the join which will be necessary to make it fit smoothly, at the back of the hat.

The brim is caught to the crown at the left side front with a mercury wing in jet finished with one pink rose.

There are nine large pink roses used, with seven yards of balck maline.

* * *

No. 4.—A charming turban model, in the new green shades, of chrysanthemum straw novelties, with trimming of fancy mount.

Measurements for the frame—Head size, eighteen inches; back, four and three-eighths inches; front, four and one-quarter inches; sides, four and one-half inches; face wire, forty inches; height of coronet, five inches; top coronet wire, thirty-eight inches. Cover with chiffon.

The facing and top crown is of plain ramie braid, same shade as the brim. The brim is made with straw novelties or flowers, which come in bunches, of one dozen to each bunch. These are sewn on by their stems until they cover the whole coronet.

The only trimming being the fancy upright mount at the left side front of the turban.

Nine yards of the plain braid will be needed with eight bunches of the straw novelties.

Wealth of Colors.

Millinery buyers will revel in a wealth of colors, from the gay and brilliant to the most sombre shades. The leading colors are Bleriot blue (almost a royal blue) cerise in a wide range of shades, and a blood red, between cerise and geranium, taupe, amethyst, Douanier (really Saxe blue), and vieux rose, are also good colors. Black is used very largely and burnt straw is also a favorite.

The W. R. Brock Company. (Limited)

request the honour of your Company at their warerooms during the Millinery Openings in Toronto. February, 28th 1910, and any time before or after.

Each department specially prepared with lines of exceptional value and interest to Millinery & General Dry Goods buyers.

Toronto.
February 1910.

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Two smart new designs taken from our Spring Style Book, in which over one hundred other new Spring models are illustrated, besides a large assortment of all forms of Millinery merchandise at popular prices. If you are a dealer in Millinery we will send you a copy of our beautiful book gratis. Ask for Style Book No. A135. It will serve as a ready reference and style authority.

If you want to be absolutely sure you are getting your money's worth, just measure the values with those offered in our catalogue. All prices are the very lowest consistent with dependable merchandise. If others don't offer you as much, send us your orders.

Our cut prices will afford you a substantial saving after the duty is paid.

CHICAGO MERCANTILE CO.

The Great Cut-Price Wholesale Millinery House

106-108-110-112 Wabash Ave., - CHICAGO, Ill., U.S.A.

No. 1—Smart tailored Spring model in mushroom and brown shades, trimmed with straw wings with pleatings of brown silk ribbon. For details see page 16.

GRAND MILLINERY OPENING

WE TAKE pleasure in announcing our Semi-Annual Millinery Opening which takes place on Monday, 28th February, and following days---on which occasion we will make an attractive display of the very latest and most

ARTISTIC MILLINERY CREATIONS

INCLUDING

French, English and American Models
New Millinery Materials
Moire Silks, Satins, Taffeta Silks

New, Plain and Fancy Ribbons, Chiffons, Tulles, Fancy Nets, Flowers, Feathers Wings, Ospreys, Bandeaux, Millinery Ornaments, Buckles, etc.

We will also have on exhibition all that is chick and choice in Parisian Millinery Novelties which embodies the newest and smartest productions of the Season. We hereby extend a cordial invitation to all milliners and merchants visiting the city to be present on this interesting occasion. Our new Spring Importations are now well forward and after the middle of this month we will be quite prepared to serve all early buyers. Your inspection respectfully solicited.

S. F. McKINNON CO., Limited

Please mention The Review to Advertisers and Their Travelers.

Shown by the Smith-Runciman Co., Toronto.

Shown by the D. McCall Company, Toronto.

Models and Novelties Seen in the Importing Houses

Hats Not Only Show Artistic Use of New Trimming Materials, but Latest Shape Features — Good Display of Beautiful House Models — How Color Card is Being Interpreted—Specializing in Children's Hats.

WITH about three weeks intervening between the date of the official openings, February 28th and Easter Day, March 27th—the millinery trade has a pretty busy period before it. The early part of February will see the foreign buyers for the majority of the houses back with the latest news of what Paris is doing and will also see the arrival of the great army of retail buyers. Those from the coast and the west arrive first, and by this time the houses will be in shape to receive them. The fact that Easter is so early lifts the between season hat to a higher plane of importance, and headwear of this description, made from various braids or plainly-trimmed pressed hats, will be purchased by those who must have the Easter hat.

The wholesale trade is full of enthusiasm over the manner in which the season is opening up and one and all are expecting to beat the record made by any previous Spring season. All have bought largely and buyers, when they come in, will find a splendid selection of millinery novelties from which to make their choice.

After a particularly heavy run on fancy feather effects, the fancy of fashion turned in the late winter to flower trimmed hats, and taking their cue from this fact, millinery importers have prepared for a big flower season. The earliest of the imported models fully bear out this view, for not only are the majority of hats freely trimmed with flowers, but the all-flower turban is a most important factor in the early showings. These hats ought to take, for the shapes are by no means extreme. The hats are carried out in a variety of small blossoms finished with twists and bows of velvet ribbon, but flowers will by no means be the whole thing in the trimming line, for there is a wealth of other materials and a most profitable season, to which a varied list of fabrics, ornaments, etc., will contribute their share of success, is now being inaugurated.

Another pleasing feature is the presence of many lines of Canadian origin—pressed hats, flowers, plumes, etc., that show highly creditable workmanship—and The Review is sure that the visiting milliners will be pleased to purchase, where possible, goods that are of home manufacture.

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D. McCall Co.

Among the very handsome models shown by this firm are a number from their own workrooms and the work of their own designers.

One attractive hat was a Cavalier shape in black chip, the outer brim faced with black velvet. On the side, where the brim rolled up, was placed an immense chou of black maline. There was a band of French blue velvet around the high crown, overlaid with a gold lace braid bandeau. This was a splendid between-season model.

A French turban was wholly covered with shaded green rose leaves. A tight, folded taffeta ribbon, edging three-quarters of the brim and then turning and separating the hat into two unequal halves at the back, was placed a bow formed of a mass of loops of the ribbon.

Another very effective French turban, made up of deep burnt Yedda braid. The braid edged the hat, and also was placed over the centre of the crown, exactly dividing the hat into equal parts, and these halfs were filled with deep pink crush roses, while a large, flat bow of beauty red velvet and ends finished the back.

Another hat shown here was a made hat of white Ramie braid in pompadour shape, the underbrim faced with black braid. One side of the low crown was covered with white and purple lilacs, and across the crown was set a band of shaded June roses. This band caught up both the front and the back brim.

For a young girl, one of the new shepherdess shapes, with the brim slightly raised in front and on the left side, was shown. This hat was of white chip, and was faced with a broad band of black velvet. The trimming was a wreath of yellow tea roses set around the crown, veiled with a lattice-work of deep blue cornflowers. This was one of the prettiest misses' hats The Review has seen this season.

The D. McCall Co. report that buyers are beginning to arrive and that all who have seen the new season's hats are impressed with their salable qualities.

Here also was seen a Rajah turban of black crepe. The folded fabric was edged with a dull gold lace, and in front was placed a large aigrette of treated coque, fastened in by two gold cord cabochons, edged with a ruche of ostrich. This hat was all black and gold. Illustrating the wide difference that exists in hat models this year, the next hat shown was a Corday model, made from a Ramie plaque in champagne color. The crown was draped and the brim fluted, and, around the base of the crown, a wreath of medium-sized globular black silk roses formed the only trimming.

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The John D. Ivey Co.

In this warehouse considerable trimmed millinery has been already sold, and there is a large collection of both Paris and house models on show. A careful study of the Paris models is very instructive, as they show the manner of using many of the most notable novelties introduced in Paris this season.

Perhaps the most notable hat in the collection was a Breton sailor shape, with a low rounded crown and wide up-turned brim in black crin. This hat had a wreath of French mulle roses around the crown in soft pastel pink shades, and this wreath was, in turn, veiled with sprays of blue japonica, these sprays being formed of stalk and flower before the leaf appears. This was a Germaine hat. Another stunning hat, the production of Madame Tore, was a Rajah turban in poinsetta red tulle, the brim formed of a collar of raffia lace, embellished with small enameled wood beads to match. These beads, by the way, are a high Paris novelty and are featured under the name of boule. Around the upper edge of the collar was a pleating of narrow black velvet ribbon, and a little to one side of the front was a Rajah mount of Spanish coque, with a head upturned and two antennae in vivid poinsetta red as a finish. A very smart tailored hat, from the parlors of Madame Germaine, was in Bleriot blue, and black. This was a small, close-fitting turban, made of a draped plaque of fancy straw, raised at one side to show a brim

of cut jet. Two high wide quills in a deeper shade of blue were stuck through a fold of the straw. This was a very simple model, but the lines were particularly good. There was also a Germaine model in the form of an Arab turban, made from strips of black pyroxaline braid, bound with gold cord, and having as a mount an exquisite French curled black ostrich plume.

From the many handsome house models that do infinite credit to the artistic taste and ability of Mrs. Calkins, is one which has already proved its merit, for as soon as a model is made up it is sold. This popular hat is a made shape in the new high rolling pompadour style. The one shown was in white fancy braid, with the under-brim faced with a black straw braid. There is a mount of black wheat on the high crown, and a drape of rose velvet ribbon goes around the crown and ties in a flat bow, which rests on the drooping brim behind.

This model is also developed with a mount of blue wheat, and the ribbon velvet in French blue. Another lovely hat is fashioned from a plaque of leghorn, with a mob crown of pale reseda green maline, the ends hidden under a drape of moss green ribbon velvet, which ties in a large flat gow on the under-brim behind, and there is also a wreath of pond lilies, leaves and buds around the crown.

Many of the turbans shown have the crown of tulle, in combination with wide Yedda and other braids, and plaited tulle is used for the brims of many of them.

Among the many novelties on show in the different departments are the new Oriental jeweled cabochons and ornaments, enameled wood beads, Persian printed silks; velvet, glace and taffeta ribbons, glace silks, and malines and nets in all the new shades. In the flower department are shown, among a wealth of other novelty and staple flowers, French tulle roses, japonica sprays, rose and foliage mounts. Flowers, fabrics etc., are shown in the new poinsetta reds. This color is the leading fad in Paris at present and will certainly be a feature of the high class trade in the coming Spring.

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Cockburn & Rea.

This firm has a large display of staple and novelty lines in all their departments, and, as Paris models are arriving, they will shortly be in shape for the reception of the early buyer. Those milliners who contemplate capturing the children's hat trade in their twon for the coming season, would do well to get in touch with the new children's hat department in the Cockburn & Rea warehouse. Goods are rapidly coming to hand here, and, when buyers arrive, they will find a choice collection of children's millinery in this department. Here they will be able to buy not only dainty little models in straw ribbon and chiffon, which, by the addition of fine flowers, etc., can be quickly transformed into handsome effects, but a number of straw novelties, and an extensive line of medium and inexpensive mushroom sailor shapes, that are so much in demand for children's wear, in white, mixed, burnt and colored straws. This department will be found to be a great convenience to the trade, as few firms specialize on children's goods, and milliners, as a rule, have to spend much time in hunting through stocks before they can complete their purchases in this line. On the same floor will also be found a large collection of the latest shapes in all the leading straws, and, as novelties in shapes are placed upon the market, they will find a place on the shelves of this department.

Smith, Runciman Co.

The first of the French models are to hand here and these, together with a number of the house models, form a most attractive display, which is exciting favorable comment from buyers who have arrived at this date. Further shipments of French hats are due to arrive before the date of the openings, and Miss Brown is leaving for New York on the 5th to make a selection of the latest novelties shown there. The first of the French imported hats shown to The Review was a Lambert Berthiem hat in one of the new bicorne shapes of black hemp straw. This is a new firm, it should be explained, and one that is sending out some particularly stunning models. A feature of the majority of the hats they show is the use of a dainty bluebell as a trimming flower. This shape had the new concave brim effect seen on many smart models, and the outer brim was lined with panne velvet in the new deep blue. The trimming consists of a band of two rows of shaded, dull pink June roses, edged with a deep fringe of bluebells in three shades of the blue placed right across the centre of the rounded crown and fastening up both the front and the back brim of the hat. Surrounding the end of the band was a cluster of flat loops of glace taffeta ribbon, in white and deep blue. Another smart model is a helmet-shaped turban in punch shades in forget-me-nots. This was a flower turban, the hat being wholly covered with forget-me-nots. Around the crown was placed a drape of wide ribbon velvet and a large bow of the same ornamented the left side of the hat. The brim was slashed up directly in front and at the head of the slash was placed a small cluster of moss roses and buds.

Another flower turban, also a Pouyanne model, was in the new Cyprin shades. This hat was composed wholly of small silk poppies and foliage, in the three shades of color shown on the syndicate card, and the only trimming was a lovely bow of six long loops, three up and three down, knotted in the centre, of ombre ribbon, in the three shades of the flowers. These bows were placed in rows nearly on the top of the rounded crown.

Another Lambert Berthiem hat was a large Breton sailor, in hemp straw, in the new grey-blue named North Pole. This hat was faced with black velvet, and had as trimming a large collar that was placed high on the left side and on the upper brim on the right, the collar lapping over and filling the remaining space on the left, where it rested on the edge of the crown. This collar was edged on either side with a fringe of lily-of-the-valley, exactly matching the straw, and with a close-set row of June roses, shading from light to dark, centring the collar, back by a folded ombre taffeta ribbon, shading from the deepest Lutin shade to pale grey-blue.

A large black bicorne, a Madame Tore hat, was covered with maline, appliqued with Chantilly lace motifs, the latter and the brim edged with a lace braid trimming. On one side of the high pot crown was placed a star-fish bow of black ribbon velvet, centred with a jet cabochon, from which depended a large pear-shaped pendant, also of jet. Three wide, full, rich, French curled plumes were mounted well to the back of the hat and were in Giac or lignum vitae shades. Another Madame Tore hat was of aeroplane blue, both the outer and inner brim and the drape around the high, wide crown being faced with a Milan braid brimming in the same blue, and having three lovely French plumes in the same rich blue placed well to the back of the hat.

A. S. King Co., Limited

The Japanese Silk House

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"TOKIO" Costume Silks, Raw Silk, 27 in. wide, in various designs and in 50 different colors.

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TAMALINE, MESSALINE, LOUISINE and TAFFETAS, in all Popular Shades.

FANCY SILKS in Stripes, Checks, and Broche effects in big variety.

We invite you to call at our warehouse when you are in Toronto for the Millinery Openings, Monday, February 28th, and succeeding days.

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A. S. KING CO., Limited

The old ISHIKAWA premises
24 WELLINGTON STREET WEST
TORONTO

J. C. Green & Co.

Preparations for the coming Spring are well advanced and this house has an unusually large collection of both imported and domestic models on view for this time of the season. This house has already had many well merited compliments paid on the excellence of their selection, not only of hats but also of flowers, feathers, fabrics, etc. Some unusually lovely models are shown and the selection emphasizes, in a most marked manner, the large variety that exists not only in shapes but in trimming effects. Many medium-sized turbans are shown, and in marked distinction to these are the large wide-brimmed low-crowned sailor and shepherdess shapes. Then there are demure little mushroom shapes, as well as high crowned Cavalier models with large flower mounts. Perfect workmanship with great elegance of line, characterize all the models shown by this firm.

Among the many smart French models shown, was a lovely Camille Roger hat. This was a turban developed from a Tagel hood, the color being about the shade of grey represented by 4916 on the syndicate card. The sole trimming was a group of lovely breasts in grey and brown placed to the side of the front and having the sweep backwards, so noticeable on the majority of the French models shown.

A perfectly stunning hat was one of the new large models somewhat on the new Breton sailor order. This was of Tagel in the darkest of the althea shades. A wide duchess ribbon, closely folded, passes around the crown and crosses behind, passing through two slits on the underbrim, to form ties, one of which is passed through a flower buckle formed of small globular roses in the three shades 4949, 4950 and 4951 on the syndicate card. A wide flower cloth, formed of the same roses is laid on the front of the upper brim and on the back of the under brim.

A demure little mushroom hat was of pleated black taffeta, the brim edged with several rows of Jap braid having around the crown a piped band of French blue taffeta, and having the lining of the same. Tiny milliner-made ribbon roses in Punch shades, with gathered silk foliage, placed at intervals on the band, trimmed the hat.

Among the many beautiful house models mention may be made of a shepherdess hat in velvet Chantilly and pink ribbon roses, and of a Cavalier hat in chanticleer Tagel lined with black velvet and trimmed with a beatiful mount of field flowers, grasses and berries.

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S. F. McKinnon & Co.

S. F. McKinnon & Co. are always large importers, and each day now sees the millinery stock in their large warehouse more complete. In the showrooms, besides a numerous selection of Paris and New York models, there is also an extensive showing of handsome models produced in their own workroom.

Judging from advance indications, their foreign buyer would give ribbons a high place particularly moire, glaces, velvet ribbons, both plain and moire, and also Duchess and taffetas. Glace silks and piece velvets, particularly in black, will be much in evidence. About one of the newest things shown is beaded crin insertion in black and all shades. This insertion is ideal for fashioning into smart turbans. Bandeaux and narrow passementeries are shown in profusion, among which mention may be made of those of Chantilly lace, bordered and touched with jet and of the many new jewelled effects. Many ornaments are to be used this season. Cabochons are shown, not only in jet, gilt and silver, but in metallic cords, braids, straws, etc., and these are jewelled and many are further enriched with pendant effects. Large straw buckles are another novelty and these are also decorated with jewels and tinsel threads. Straw tissues are shown in a big variety of designs. There are strong indications that veiled effects will be good and mechlins, nets, maline and fine mesh laces with Chantilly in the lead will be a big feature. The season just opening promises to be a big flower season, with medium-sized roses in lovely soft shades the leading flower.

Among the collection of imported hats shown by this firm, mention may be made of a handsome French model. This hat is fashioned from a large plaque of natural leghorn and shows many new features. It is a Louis XVI. shape, having the high back and underbrim trimming so characteristic of this period.

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Carter & Kenny.

Carter & Kenny have taken over the tailored hat and millinery novelty business carried on for so many years by J. M. Woodland & Co., and will be ready for buyers with a large stock of tailored models in all the new braids and new shapes. They also carry a large selection of ready-to-trim hats, to which the milliner can give the finishing and individual touch. Their stock includes a complete selection of misses' and children's hats in all staple and new colors. In millinery novelties and in ornaments new goods are now arriving and a complete line will be carried. There are few milliners that do not carry a selection of tailored hats, and therefore buyers, when in town, would do well to look over the stock of Carter & Kenny while down for the openings, as they are specialists in their particular line.

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What the Montreal Houses are Showing

Farrell, Belisle & Co.

Among the imported models shown by Messrs. Farrell, Belisle, & Co., was a striking Polichinelle shape of black mohair, turned up the full width of the brim, fitting closely to the crown at the right side front, and turned down at the back, fitting closely over the hair. The trimming of this hat consisted of a flat chou of cerise velvet on the brim at the front, while the entire back of the hat was covered with immense flat wings, also cerise.

A large black mohair shape, in Napoleon effect, was trimmed with eight large quills in the new hop green shades. These produced rather a unique effect, being placed across the top of the hat, four reaching from the front of the hat to the back and four vice versa. A large tailored bow of ribbon was placed at the back.

A nice toque was made of a mohair plateau drape, arranged in soft irregular folds. The brim was covered with small sprays of flowers, reaching towards the back. The hat was in the new cerise tones, shaded to ox blood.

A handsome picture hat was of black mohair, with the brim faced with black velvet. The wide brim was gracefully rolled, and caught up at one side. The crown of the hat was massed with pansies in natural coloring and natural ferns. Another very large mohair shape had a soft wide drooping brim, with a bandeau of small French roses placed flat on the brim. A bandeau of gunmetal velvet was placed around the crown, and two large irregular loops were placed upright at the back.

A striking white hat was of mohair with the brim caught up to the large crown at the side. The brim was faced with black velvet to within two inches of the

outer edge, and the crown was covered with white lilacs, and white chiffon roses.

A pretty toque had a large puffed crown of tuscan net over chiffon, with a close fitting bandeau of gilt. The trimming consisted of a pom-pom of roses at the left side.

Debenhams (Canada) Ltd.

The addition of more space to this capacious warehouse has doubled the ground floor in size, and provides a more convenient millinery department on the ground floor. This provides another entrance, which will be appreciated especially at opening times. Special preparations are being made for an attractive Spring opening, and they will make an exceptionally splendid showing of of Tagel straw, with a large crown. The trimming em- Already the warehouse is a scene of activity and the amount of business done so far is exceptional.

Among the models shown is a very large black hat of Tagee straw, with a large crown. The trimming embodies the popular shot effect, produced by placing layers of tulle in different colors over each other. This tulle is shirred, forming a ruching which is placed on the hat suggesting ostrich plumes, reaching across the front of the crown and sweeping to the left. The colors in the tulle are brown, green and vieux bleu. Around the crown a wreath of small roses in aeroplane bleu shades was placed, and a large bow of aeroplane blue shot ribbon was fastened at the side.

A fancy toque had the brim of clipped black ramie braid, and the crown made of shaded cerise French roses with a pom-pom of black bonnet ostrich tips and roses at the side. Another toque was in amethyst tones and had the brim of small bell flowers. The crown was of ramie straw in draped effect, and velvet ribbon was woven in and out of the crown and finished with a tailored bow at the side, which fastened three ostrich plumes in quill effect.

A Bleriot blue Napoleon shape was turned up gracefully at the front and back, and was made of fancy Tagel straw. The trimming consisted of a bandeau composed of forget-me-nots, and small roses, which was placed across the crown, from the front of the hat, reaching to the side, and a large rosette of the same flowers was placed on the crown at the right side.

Among the toques a very smart one was made of a balloon drape of soft, fancy, black Tagel straw, with a bandeau of velvet. The trimming consisted of a horseshoe of small roses and foliage shaded from pale pink to deep red.

The very popular unfinished leghorn was used in a toque which was made of a large leghorn plaque, gracefully draped, with a fancy bandeau of sequins, braids, etc. It was trimmed with a white osprey, with a quilled rosette at the side.

A large black toque was made of octagon net over tulle, trimmed with several cabochons of drooping jet beads and bugles, with a large willow plume at the side.

John B. Caverhill & Co,

Messrs. John B. Caverhill & Co. have prepared a most attractive display of imported models for their opening on Feb. 28th, and their warehouse is in course of preparation for the opening.

A large sailor, having a large crown, and wide upward rolling brim, with a more decided turn at the back, was of plain ramie braid in a dull shade of green. The hat had the large crown covered with folded tulle. Folded green ribbon was placed around the base of the crown, and large flat roses, in bois joli shades, were used to trim the hat. Another sailor, on somewhat similar lines was of the same wide braid in prunelle shades, with the wide brim rolled up evenly all around, and faced with tulle. The trimming consisted of natural colored pansies, with ferns, placed over the crown, and a tailored bow of velvet ribbon matching the color of the hat.

Another handsome picture hat was of fine black braid with the brim turned up sharply at the back and side a little distance from the crown. There was a large crown of the braid and a bandeau of pink petals was placed around the brim, and extending over it at the back. Two large black willow plumes were placed upright at the back.

A large natural leghorn hat had a binding of black silk about an inch in width around the edge of the brim. The large dome crown had a bandeau of small pink roses and a drape of princess lace. A large fan-shaped bow of the lace was placed at the front of the hat, and fastened with a large pendant ornament of old gold and topaz.

A pressed shape of black Milan straw in toque effect had a high straight crown and a narrow brim turned up closely all around. Terra cotta velvet was arranged in close, tiny folds around the high crown from the base to within an inch of the top, and the velvet was also set into the brim at the back for a short space. Three handsome willow plumes were placed upright at the back. These matched the velvet in color.

J. M. Orkin & Co.

Messrs. J. M. Orkin & Co. have an extensive showing of Parisian models embracing all the newest features in millinery.

A very handsome draped toque was in North Pole blue. The brim was covered with ramie braid, and draped with a fancy gilt bandeau, with small bugles. The crown was gracefully draped with silver tinselled net, over silk, in the North Pole blue, and a mount of lilies in a paler shade was fastened at the side.

A large dressy hat was of fine satin straw in pastel green. The crown was large and the wide brim was caught up closely at the left side. A fancy bow of ribbon is placed at the side, where the brim is caught up. This ribbon is in the pastel green, shot with cerise. A fancy bandeau, made of hyacinths, of a corresponding shade to the hat, and the shot glace ribbon placed around the crown, produced a good effect.

A large fancy toque was made of a natural leghorn plaque draped to form the crown. The brim was of irregular shape, and made of fancy black ramie braid, with jet ornaments. A white osprey was placed at the side and held by a large flat rosette of black satin ribbon with clipped ends.

A striking picture hat of white chip, had the wide brim faced with black chip. The brim was slightly rolled up at the side back. The high crown was draped with white tulle, covered with shirred black Princess lace. A mount of large roses in yellow, red and pink was placed at the left side.

An exceptionally handsome hat was made of Tagel straw in the Sphinx tones. The shape, which was large, was something of a tricorne. The only trimming was an immense bow of velvet ribbon in the same shade as the hat, holding in place two soft sprays of cowslips, in shaded pink and Sphinx. These sprays fall over the left side, while the bow of ribbon is placed on the crown, at the right side of the hat.

Technical Knowledge Required to Apply New Tariff

Customs Official Must be Able to Tell Whether 25 Per Cent. of Cost of Production of Goods Entered Under Treaty Rates has Been Expended in Country of Origin—Amended Certificates on Invoices.

THE new Franco-Canadian treaty, by which certain French products are allowed to enter Canada under the intermediate and a special tariff, which certain Canadian products are accorded the privileges of the French minimum tariff, came into effect February 1st. The reduction in the customs duty on French goods handled by the Canadian dry goods and millinery trades ranges from 2 to 10 per cent.

Some of the most notable of the tariff changes apply to millinery lines such as netting, silk velvets and ribbons. These three items are included in the special tariff and in each case there has been a reduction of ten per cent. In view of the fact that heavy importations of these are made from France and Switzerland, the advantage to importers in having shipments made at a time when the new rates would apply, is obvious. As it turns out, however, some of the houses were not aware until very recent date, of the exact time at which the treaty would come into effect, although they knew that steps to have it finally ratified were proceeded with immediately on the opening of parliament. This fact was no doubt given due consideration by buyers in European markets, but the urgencies of the Spring season's approach have rendered it impossible for some importing houses to take advantage of the new rates on some expensive shipments which had to be in hand before the date mentioned. The difference between the intermediate special and general tariff on some of these lines amounted to considerable, when the bulk is considered, and importers are naturally inclined to look at savings which might have been effected had the treaty been dated a trifle earlier. They also point out that they have thus been placed on unequal footing with importers who were able to hold goods in order to get treaty privileges.

Looked Like Dilemma.

Then another problem presented itself. Invoices on goods to which the new tariff was applicable, so far as date was concerned, did not have the requisite amended certificates of origin or the necessary declaration that the 25 per cent. of the cost of production had been expended in the country of origin. These amendments came into effect by Order-in-Council of December 17th last, and apply alike to the British Preferential and Treaty rates and also to goods sold before shipment or on consignment.

When importers put in an appearance with their invoices on February 1st, and applied for new treaty privileges they were informed that these could not be granted as legal requirements had not been complied with, that the goods would have to be cleared at general rates, that invoices would have to be returned to countries of origin for proper certificates, and that, on their return, rebates based on the difference between intermediate or special and general rates would be made. Importers were up in arms. They foresaw the difficulties of making foreign shippers understand the latest wrinkle in certificates and they considered it unreasonable that these legal requirements could not be otherwise complied with under the urgent circumstances of the occasion.

Importers May Make Declaration.

On February 2nd, however, a delayed memorandum was received from Department of Customs, which cleared the atmosphere. It stated that warehoused goods specified in the said Treaty may be ex-warehoused at the rates therein provided, on and after 1st February, 1910, upon proof by declaration of the importer to the satisfaction of the Collector that the goods are, by reason of their origin, entitled to entry under the said Treaty or Convention.

This provision also applied to French goods not warehoused and stands for one month from February 1st.

The declaration required of the importer is that referring to the 25 per cent. of production which, henceforth, has to be made by the manufacturer in the country of origin. It is a very important clause and reads as follows:

"That each article on this invoice is bona fide the produce or manufacture of the country specified on the invoice as its country of origin.

"That each manufactured article on the invoice in its present form ready for export to Canada has been finished by a substantial amount of labor in such specified country of origin and not less than one-fourth the cost of production of each article has been produced through the industry of the said country."

This certificate must be written printed or stamped on invoices by the exporter. It may not be attached on a separate slip, for the obvious reason that the declaration might not always, in such case, be that of the actual manufacturer.

The Official Must Know.

Customs officials now see that the 25 per cent. clause is going to make much expert information necessary on their part and that it may pave the way towards much arbitration. How is it possible for a customs officer to determine whether 25 per cent. of the cost of production of different articles has been produced in the country of origin? No other than one who has expert knowledge as to processes of production can safely determine this, and it is understood that steps are being taken to have such an official available at the important ports of entry.

For example, let it be supposed that a Swiss manufacturer imports linen from Ireland, cuts the fabric into standard sizes for a certain class of article and then applies an expensive edging or other effect. This operation would hardly entail one-fourth the cost of production, yet it might be shipped under the new treaty. The Canadian Customs official must know enough to be able to determine what is properly entitled to these rates and what is not, hence the necessity of competent men to handle the technical end of the clause.

How New Tariff Works Out.

Below is a list of French goods which are now entitled to Canadian intermediate tariff and which come in under the general tariff. It will be noted that the British Preferential tariff has still considerably the better of it on lines which can be advantageously bought in the British market. Canada imports heavily, however, in French flowers, silk velvets and silks. Germany sells Canada con-

siderable quantities of artificial flowers, while that country and England have a market here for lower grade velvets.

	British Pref.	Inter.	Gen.
Carpeting, rugs, mats and matting of cocoa, straw, hemp or jute; carpet linings and stair pads	17½	22½	25
Church vestments	12½	17½	20
White cotton bobinet, plain, in web..	15	22½	25
Braids, n.o.p.; fringes, n.o.p.; cords; elastic; tassels; handkerchiefs of all kinds; shams and curtains, when made up, trimmed or untrimmed; corsets of all kinds; linen or cotton clothing, n.o.p.	25	32½	35
Black mourning crapes	12½	17½	20
Velvets other than of pure silk, velveteens and plush fabrics	17½	27½	30
Feathers and manufactures of feathers, n.o.p.; artificial feathers, fruits, grains, leaves and flowers suitable for ornamenting hats	20	27½	30
Corset clasps, busks, blanks and steels, and covered corset wires, cut lengths, tipped or untipped; reed, rattan and horn, covered; buttons of all kinds, covered or not, n.o.p., including recognition buttons and cuffs or collar buttons	22½	30	35
Combs for dress or toilet	22½	32½	35
Furniture	20	27½	30
White and cream colored lace and embroideries of cotton or linen	12½	17½	20
Cotton or linen thread, n.o.p., and crochet and knitting cotton	17½	22½	25
Women's and children's dress goods, coat linings, Italian cloths, alpacas, Orleans, cashmeres, henriettas, serges, buntings, nun's cloth, bengalines, whip cords, twills, plains or jacquards or similar fabrics, composed wholly or in part of wool, worsted, the hair of the camel, alpaca, goat, or like animal, not exceeding in weight six ounces to the square yard, when imported in the grey or unfinished state for the purpose of being dyed or finished in Canada	15	22½	25
Fabrics, manufactures, wearing apparel and ready-made clothing composed wholly or in part of wool worsted, the hair of the goat or other like animal, n.o.p.; cloths, doeskins, cashmeres, tweeds, coatings, overcoatings and felt cloth, n.o.p. (The duties on the above are identical in the general and intermediate tariff)	30	35	35

	British Pref.	Special	Gen.
Embroideries, n.o.p.; lace, n.o.p; collars or collarettes in lace and all manufactures of lace; netting of cotton, linen, silk, or other material, n.o.p.	25	27½	35
Velvets of pure silk and silk fabrics..	17½	20	30
Ribbons of all kinds and materials...	22½	25	35
Manufactures of silk or of which silk is component part of chief value, n.o.p.	30	32½	37½

FIRST EXHIBIT OF

French Pattern Hats

and the

Latest Novelties

February 28th and following days

All buyers coming to this market are heartily welcome to examine our stocks and prices before making their final selections.

Farrell, Belisle & Co.

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Veilings, Chiffons, Rainproof Tulle

Don't fail

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Our guaranteed Rainproof Tulle is absolutely fast dye.

Get samples and prices of "CHRISMORT" Scarf Silk, 36" wide with 1½" border, which gives you a good margin of profit.

Wm. C Mortimer Co.

LIMITED

117 Wellington St. W.

TORONTO

No. 2 — Street model of simple style in blue shadings and black trimmings. For details see page 16.

Model by Eliane -- Shown by S. F. McKinnon & Co., Toronto.

The New Breton Sailor by Germaine — Shown by the John D. Ivey Cm a[d]ny, Toronto.

Old Style Parasols Returning.

Parasol manufacturers are showing a splendid assortment of styles for Spring, 1910. Staple styles are now on the road and are meeting with excellent business, and later novelties are in preparation and will be shown in time for Easter. Handles are all in the long straight effect in woods that tone in with or that are tinted or enameled to match the cover. Fifteen to 18 in. are the usual lengths and these are very necessary when the size of the Spring hat is considered.

The novelty shape this year is the canopy or dome top. This style of parasol has not been shown for a decade, and is likely to attract considerable attention and with the advent of canopies come fringes and flutings as trimming. Of ruffles, flounces, and drapery effects, practically none are shown, wide hemstitched borders being the accepted finish. Many covers are all in the one color, but contrasting hems are also well shown, and some of these are in polka dot effect. Striped effects are gone and very few Dresdens are being made up. The big run is on pongees and shantungs, particularly in the natural or bamboo shades, and these are shown with the hem in contrasting colors, all the new shades being obtainable.

Colored sun umbrellas are in high favor, the fashion idea here being the slim roll. The handles are of tinted wood, the wood matching the cover of the parasol. Another new idea featured is the detatchable handle, it being only the work of a moment to press a spring and attach or detach the handle. This facilitates packing and allows of the same handle of a handsome one being used for several parasols.

In umbrellas, the collapsable handle is now applied to popular priced lines. This idea is a good one as it admits of the umbrella being packed in the suit case, and in consequence this class of umbrella is often known as the suit-case umbrella. Until this Spring this umbrella could only be had in high-priced lines, but now it is being brought out for popular selling.

Hair Goods.

During the past few years public opinion regarding hair dressing has undergone a complete revolution. It is not long since the woman who was obliged to supplement her scanty tresses by the use of artificial hair, tried to hide this fact from the knowledge of others, but now it is an accepted fact that the woman who follows in any degree the dictates of fashion regarding her coiffure must resort to the use of artificial hair. Few women are endowed with sufficient hair to produce the fashionable coiffures of the present time, and were she to submit her hair to the strenuous treatment demanded. it would not be long before she, too, would be wearing artificial hair.

This enormous use of artificial hair has caused the business to assume important dimensions, and the up-to-date department store now has its special hair goods department, doing an active trade.

Besides the actual hair sold in switches, puffs and curls, the demand for pins, ornaments, combs, pads, nets, etc., during the past few years assumed huge proportions.

The present turban style of hair dressing has made some changes in the accessories required. It has increased the sale of switches, but does not call for the curls which have been so prominent.

Millinery Opening

February 28th, 1910

Paris Hats and Bonnets, etc.

Millinery

Novelties

Robert Taylor

Begs to call the attention of the Trade to the assortment of Ribbons, Laces, Chiffons, Mechlins, Veillings, Straw Braids, Hats, Ornaments, etc., for the coming Spring.

We Cordially Invite You to Call

READY FOR EARLY BUYERS FEBRUARY 14TH.

76 Wellington St. West, Toronto

New Spring Model by S. F. McKinnon & Co., Toronto

A Popular Turban by Tore, shown by the John D. Ivey Co., Toronto

Millinery Vogue in Paris

Paris, France, Jan. 30.

Now that the New Year festivities are over the gay world of Paris is moving on to the sunshine of the south and both milliners and dressmakers are busy with outfits for the Riviera. Milliners are using a deal of tulle on the hats intended for the South. White feather toques and toques of ostrich are shown with bunched feather effects of white tulle. The tulle is stiff and is mounted on the crown towards the back. This is a very clever way of using tulle, as it gives all the effect of handsome feathers without the expense.

Toques are shown with the entire brim of pleated tulle and having a small cluster of roses in varied shades

New turban of plaited gold-colored straw and black velvet, large flat bow at the back.

in front. A hat of this kind shown to the writer was of old gold tulle with the puffed crown held in place by a drape of the new tete de Negre shade in souple satin. This color is a deep brown shade, that is almost a rusty black in effect. The brim was of pleatings of the tulle, separated by pipings of the dark satin.

The latest Russian models are cut in a kind of polonaise effect. This is the very latest Parisian style, and is here illustrated. It is of the new blue cloth and fastens diagonally, the fastening being concealed under a kind of frog trimming of black braid. The V-shaped neck is edged with gold galoon and the belt matches. The polonaise is cut to give a kind of corselet effect at the back, and the skirt is a pleated one and is only ankle length. The hat to wear with this dress is a large bicorne model in Tagel straw, the edge being bound with gold galoon, and a band of gold brimming being placed around the crown, the only other trimming being a bunch of violets.

Paris is using ribbons in fashionable gowns in the form of bows, accessories, bandings, girdles, etc., and it seems to be a foregone conclusion that they will be featured prominently in Spring millinery. Velvet ribbon will be used in large quantities, and it is expected that Duchess satin will also be featured. Fancy combinations of moire and satin, metallic effects, shot effects, and Persian designs are favored.

SPRING 1910

Francois & Co.

LONDON PARIS NEW YORK

are NOW showing

Novelties in Millinery, Flowers and Feathers, Straws, etc.

also French Blouses and Costumes

AT

13 New Burlington St.

(Regent St.)

London, W., Eng.

No. 3—A tricorne, with black maline brim and crown of pink rose petals. For details see page 16.

No. 4 — Turban model in the new green shades of chrysanthemum straw novelties, with trimming of fancy mount.

For details see page 16.

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SPRING OPENINGS

Wednesday and Thursday, March 9th and 10th

A cordial invitation is extended to all milliners to attend our Spring Openings on the above dates.

Especial care is being taken by our buyers to present a showing that will be a criterion of the season's styles.

Copyrooms now open for visitors. May we expect you?

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We beg to announce our

Spring Millinery Opening

for

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There will be a particularly choice and exclusive collection of

FRENCH MODELS

EACH MODEL AN ORIGINAL, AND STRICTLY IMPORTED BY OURSELVES

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The Canadian Millinery Review

March, 1910.

VOL. 1. NO. 12.

MacLean Publishing Company, Limited

Montreal Winnipeg Vancouver New York London, England

Publication Office, 10 Front Street East, Toronto

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FORGET-ME-NOTS
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Canadian Millinery Review

The Only Canadian Millinery Paper

The MacLean Publishing Co., Limited

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MARCH 1910

Study the Customer.

WITH the steady expansion of the country and the increasingly prominent position which the milliner must take in the mercantile community by reason of the high standard of her art, the importance of reliable comparative statistics of her business cannot be overlooked. There are merchants who trace a large share of their success to the fact that, from the outset, they have exercised such care in this matter, that reliable reference has been available with the return of each buying season.

Apart from this, a book having somewhat the character of a diagnosis journal will be found helpful. One milliner states that for some years she has kept a diary of this kind in which she has entered the more important details concerning the likes and dislikes of her best customers as indicated by their orders. Each season, previous to buying, she glances over the entries of the one preceding, and gleans therefrom much information which guides her in selections from the wholesale rooms. This attention has been invariably appreciated by customers, who feel that she has made a particular study of their preferences. Of course, some milliners will say that by relying entirely upon their memory and that instinct which informs them as to the constituents of effective assemblage, they have came through the struggle quite satisfactorily. That may be, but it will be admitted that such a record eliminates much of the wear and tear upon the memory. The milliner who can refer from time to time to written descriptions representative of her customers' demands, has a much fresher mind on such matters as these than one who in the worry of a busy day turns from one customer to another, and cannot always be sure on those seemingly small, but sometimes essential matters, which help one greatly in creating a pleasing impression.

Shortage Developing in Many Lines.

DURING the two or three weeks preceding Feb. 28 the date set for the millinery openings at wholesale, Toronto and Montreal warerooms were crowded with buyers. The attendance was exceptionally large, and is strikingly indicative of the steady growth of the Canadian millinery trade. Great confidence and enthusiasm in the season's future was also evinced through the great volumes of orders placed. In addition to this, buying has been concentrated to a greater extent than formerly upon the better-grade goods, and though for many of these lines high prices were demanded, little difficulty was experienced in disposing of them. Milliners know that these goods are the vogue, and are confident that their customers will demand them irrespective of price. In pressed shapes, particularly, the hats shown run into money quickly, as shapes wanted are large and of the two-piece variety, which adds considerably to cost of production.

Milliners are warned that shortages are developing in many lines. It is old news that leghorns are in short supply, and the trade is adapting to this condition and taking Javas in their place. Judging from the way in which hemps and tagels are selling, a substitue here may be needed. Chips are spoken of, and doubtless, many chip hats will be sold. In braids, ramies are scarce, and when present stocks in the hands of the wholesale houses are sold out, considerable difficulty will be experienced in securing further supplies.

Style Influence of "Chantecler" Noted in Many Lines

Millinery the First to be Affected by Rostand's Play—Hair Goods, Hat Pins, Buttons, Veils, Silks, Laces and Novelties of Every Kind.

ROSTAND'S much-talked-of play, "Chantecler," has at length been produced at the Porte Saint Martin theatre, Paris, and, from the reports received, has taken the imaginative Parisians by storm. "Chantecler" is giving his name to everything, and many accessories of dress are already so distinguished.

Street vendors in Paris are making a fortune out of "Chantecler" and rooster medals in gilt, and colored photographs are selling by the thousand.

The production of this play has been announced twice before. The illness of Rostand caused one delay, and the death of Constant Coquelin, who was cast for the leading role, was the cause of the second postponement.

Madame Simone, who takes the leading feminine part, that of a pheasant, in Rostand's play, "Chantecler."

In the present production, Lucien Guitry plays Chantecler, the game-cock, who symbolizes courage and chivalry, and who dies of grief because he has failed to herald the dawn, and when he finds that the world can go on without him. Madame Simone, the wife of Claude Casimer Perier, son of the ex-President of the Republic, plays the leading woman's part, that of the pheasant. The dog, the owl, the fox and other furred and feathered creatures complete the cast of characters in this remarkable play.

Millinery is the first to show the new influence, and it is to "Chantecler" that the new backward trimming lines are due, as they suggest the pose of the monarch of the barnyard. Chantecler, or red-rooster, comb color, is a popular Spring shade, and roses of this color are worn in clusters of three on many hats. Rooster heads appear as parasol handles, and hatpins a la Chantecler are also worn. In fact, the fad will make its appearance in almost every section of the dress accessories department.

Now that Chantecler has appeared, people are wondering how long he will remain. As regards his popularity, there are no two opinions and for this reason he bids fair to remain a long time. It is the expense he demands for his coat of many colors, which often needs renewing, that seems not to comply with the usual theatre receipts. Rostand's new play has the misfortune to be an exceedingly costly play as regards the costumer's charges; also, it is said, each performance diminishes considerably the value of the bird attire, which cannot be serviceable more than two or three months. This applies to all the costumes, especially that of the hen-pheasant (Madame Simone), whose plumage is gorgeous, but very fragile, and whose costume represents the plumage of 12,000 pheasants.

The great influence which has already been exerted by Chantecler will make a description of the play of particular interest at the present time.

The curtain rises upon a barnyard scene, the domain of Chantecler. The hens cackle, the chickens play about, the turkey promenades in his pompousness. In his cage, the blackbird whistles. A pigeon on the roof of the chicken-house begins by asking some questions about the merits of the marvelous cock. The answers he gets are cool. Certainly Chantecler is not loved by his companions. But his call is heard and he enters, with his eyes fixed on the sun, whose splendor he chants in a magnificent hymn. He sends the hens to the field and himself engages in a conversation with the Merle who mocks his pretensions of causing the sun to rise, and with the dog, Patou, who takes up his defence. Suddenly the report of a gun is heard, and a beautiful golden hen-pheasant, almost dead with fright, falls into the farm-yard and implores their protection. She is sheltered by Chantecler and Patou from the hounds. She tells them of the free and adventurous life of the forest, unable in her narrative to resist railing a little at the stupid and uneventful life of the bassecour.

Meanwhile night falls, and the owls, the night-birds, gather in conspiracy against Chantecler who in their opinion, is responsible for shortening their lives because he brings the day. They plan to have him killed by a notorious fighting cock when he attends a reception of the guinea-hen, in the kitchen garden. As they steal away, Chantecler arrives with the pheasant, who has fallen in love with him, and he intones a wonderful song, which he believes results in the rising of the sun.

In the third act, there is the reception of the guinea-hen, attended by all sorts of fowl. The fighting cock challenges Chantecler, who emerges from the combat victorious, and he retires in disdain. The tortoise arrives just as all is over.

Then Chantecler takes himself once more to the forest with the pheasant, where he recounts to her that he has to bring the sun above the horizon. But the pheasant seeks to make him forget his role as herald of the sun, and, entranced by the song of a nightingale who is shot and falls dead before him, Chantecler does forget. The sun rises without his aid. Then, humbled in pride, he understands that his place is not in the mighty forest, and he returns to his throne in the farm-yard, while the pheasant is caught in a net that the hunters have stretched for her. The dog, Patou, announces the coming of men—and the curtain falls.

Profit for Milliners

UR Representatives start out on their respective routes on Monday morning, March 14th, with a complete assortment of all millinery goods required to swing a profitable business, including Paris Novelties, and the latest styles of American and English Hats.

New Styles in Shapes

One of our very smart, exclusive sailors is the "Minola," made from Lobster Braid, very large shape in Burnt, with a two-inch Black silk Velvet Facing. We are also strong on the new shades of "Chantecler" and Bleriot Flowers.

Values in Staples

In staples we are prepared to fill your orders for Red Chiffon, Red Malines, Red Ribbons, and especially Velvet to face your leghorn hats. One line is 55c. and a French make at 75c. Coquelicot, Cardinal, Bleriot, Royal Marine, Sky, Champagne, Aeroplane, Cerise, New Reseda, and a full line of Black Velvets at 50, 55, 60, 75, 85, 90, $1.00, $1.20 and $1.45.

We will be pleased to submit samples to you if you cannot wait for our travelers.

Wishing you a prosperous season.

COCKBURN & REA, Limited

54-56 Wellington St. West, - Toronto

Combination Effects in Suits Latest Parisian Fad

Use of Two Fabrics of the One Color in the One Outfit – Failles and Satin or Failles and Silk Cashmeres Used for this Purpose – Simplicity Rules in Tailored Garments – Bright Colors in Gowns.

Staff Correspondence.

Paris, France, March 1.

THE promenade des Anglais, at the Riviera is the place to study the mode. It is there that the new Spring styles are first worn, for, under the brilliant sunshine, anything that was not of the newest and latest would appear quite out of date and passe.

The bonnet de style.

The Parisian and the Russian women of fashion give eclat to the Riviera. They come provided with trunk after trunk full of new gowns, and the smartest of chapeaux, and they are seen everywhere, and the observed of all observers.

Among the morning tailormades, the navy blue serge is still the vogue. A new fabric, worn by the smartest of women is a new kind of cheviot, soft and wooly. Many tailored gowns are made of homspun and nattes. Shepherd checks have given way to the new irregular checks that melt, as it were, into one another. These checks the French call pattes de poules. A new kind of popelin, much used, has the effect of silk and is patterned in small designs.

Simplicity rules in tailored styles, the great change being the return to short jackets. The length of the smart suit coat is now from 24 in. to 30 in., and it is whispered that the Eton is to make its appearance when Fall modes are launched. There is no question about it, the day of the very short coat is at hand, and also the day of the more fitted jacket.

The Vogue in Silk Fabrics.

Silken fabrics are in high favor and the most worn suits are of steel grey black or indigo blue satin. Tussah and silk serge in the natural or blonde shade is much worn, and there are many smart suits developed in white cloth. These are usually of the jacket and skirt order with the coats about 26 or 30 inches long and the waist line indicated by a belt or half belt. Skirts are short and are of some sort of pleated model.

The Latest Fad.

Combination effects, brought about by using two fabrics of the one color in the one suit is the latest fad of fashion. At the Nice races a number of the combination effects in faille and satin, or faille and silk cashmere were seen. The coat was in quite a new style, the back being demi-sacque, having two seams, but merely indicating the waist line. The front has the long shawl revers, but one side crosses over and is caught up in a draping on the right hip, the fabric being drawn through a silk covered buckle.

The coat and half of the skirt is of the one fabric and the lower half forms a deep hem of the other fabric. The cut of the skirt is especially tight-fitting, particularly around the ankles.

Evening Gowns.

The evening gowns strike a new color note as bright colors are much in evidence. The new French blue, which is really royal blue, chantecler red, Empire green and vivid yellow are the colors frequently worn by the best dressed women. These dresses are made with great simplicity, with lovely embroideries on the tunics and on the low bodices. The skirts and trains are of the narrowest.

Gown of white cashmere, embroidered in blue. This gown conveys a hint that flounces are contemplated.

and fullness is decidedly absent, showing that the woman of fashion still favors the straight line. This is not to be wondered at as the effect is decidedly youthful.

Some very pretty dresses, illustrating the straight line effect, are worn in the new play "Ange Gardien." One of the prettiest is of embroidered lawn over a deep yellow foundation of very thin silk. The dress clings to the figure and has the waist defined by a deep girdle of coral pink taffeta that fastens under a large wheel bow at the side of the back. The very scant skirt was embroidered for about half a yard high with a pattern of poppies and corn. The bodice was round at the neck and had neither guimpe nor collar, but was outlined by a band of dull gold. The sleeves were long and gathered into a cuff, finished with fine pleatings of lawn. Many of the women in the audience had wide tulle bands, the color of their hair, wound around the head and fastened with a jewel.

Spring Millinery.

Millinery for the South points the way for Spring styles. One all prevailing mode is the veiling of flowers

Gown of embroidered lawn over yellow silk souple. Worn in one of the latest Paris theatrical successes.

with tulle and wide meshed Russian nets. Judging from what is seen now, the coming season is to see a great wearing of flowers, for they are used everywhere. They form either the brim or the crown of most hats, and clusters, floral aigrettes and massed effect are used on nearly every hat seen. A pretty hat was a wide brimmed Tuscan straw, having a crown half massed in roses, and half of puffs of tulle, the tulle partly veiling the roses. Poppies and fuchsias in deep purple shades are much used to trim large black hats of maline. Many of these hats have the brim formed of lace insertion, and there is every indication that milliners istend to use lace extensively in the coming season.

Young girls are wearing charming peasant caps and sun-bonnets formed of laces, embroidered lawns and fancy ribbons,and this quaint form of headgear is very becoming to their fresh young faces.

SPRING 1910

Francois & Co.

LONDON PARIS NEW YORK

are NOW showing

Novelties in Millinery, Flowers and Feathers, Straws, etc.

also French Blouses and Costumes

AT

13 New Burlington St.

(Regent St.)

London, W., Eng.

Wanamaker Reproduces Dainty Morsels of Paris Shops

Replicas of World-famous Fashion Stores, with all that is New and Fanciful in Dress are Being Made a Feature of the New York Store.

Staff Correspondence.

THIS season, not content with bringing over the novelties that are to be found in such abundance in Paris, John Wanamaker has brought to New York bits of Paris itself, so that you may see not only the wonderful gems, but see them in all the charm of their beautiful settings.

On the third floor of the old Wanamaker building one comes unexpectedly upon sections of the rue Royale and the rue de la Paix, famous the world over for its shops. One strolls along between banks of Spring flowers, and the tempting windows dressed simply, as Paris' windows invariably are, and back of the few well-chosen articles displayed there, one catches a glimpse of the interiors and one enters, for they are irresistible. It is a bit of the very heart of Paris, this cleverly constructed section to which one is admitted by ticket only, although later on the general public is to be admitted, one finds clothes that are the latest cry in Paris, jewels, fans, rare house decorations and, would you believe it, even shirtings and other togs affected by mere man.

Each Shop Complete.

The shops arranged on a street that is delightfully irregular, and affords window space for all, have a friendly way of opening one into the other, each shop being complete in itself, however, and in the matter of its decoration and appointments being quite near enough to perfection to satisfy the most fastidious.

In the lingerie shop, the exquisite hand-embroidered garments are strewn around on chairs and tables, or are seen peeping out of chiffoniers or thrown carelessly across a divan, while here and there negligees of lace and chiffon or of hand-embroidered white lawn, as diaphanous as chiffon, are shown on forms. Separated from this fascinating shop is the infants' section on one side and the corset salon on the other, and in this curtained-off and artistically-arranged enclosure, corsets were demonstrated on living figures. The room was thronged with eager women when the representative of The Review visited it, and each model was the centre of a fascinated group of women, whose physical qualities were represented in that particular model. The corset of to-day has few bones, but the hips are held in subjection by firm, straight pieces of cloth. The proper adjustment of the garter is demonstrated. This year the makers of the Lillian corset have discovered how to cross the garters in front, and hold down the hips so there is no break in the line, no matter what position a woman may assume.

The bebe shop was dainty—all soft white and pink, with the finest of laces and lawns fashioned into garments of the most approved design, and, of course, there were cradles and layettes that were simply lovely.

Strong Russian Influence

The costume shop, with its accessories, was the largest of all The dresses displayed showed a strong Russian influence. They were made of the newest weaves in fabrics and were for the most part rather plain in outline, but of most complicated workmanship. For street costumes, skirts are short and remain narrow at the hem, and are fashioned of coarse serge, in many instances in tilleul, blue de Roi or putty color. As for coats, they are crossed in the front oftentimes, and show a widening in the basque, and are trimmed with small buttons and flat embroideries. It hardly seems necessary to mention that they are demi-long or short, the long coat being for the moment passe. Waistlines in suits and dresses of all kinds are clearly defined and belts are important enough to have a section to themselves. Those of fancy leather are most conspicuously displayed.

Display of Neckwear, Millinery, Parasols, etc.

The French blouse, in endless variety, is given due prominence, and scarfs and neckwear are attractively displayed, as well as millinery, parasols and other details of a complete toilette. Some of these have a shop to themselves, but the hats are strewn around the costume atelier, some on top of their wooden boxes, others inside, and still others on tables and chairs, just as one finds them in the world-famous shops of which this is a replica. Here, too, one finds the new parasols with their twenty-six-inch handles and their queer shapes, for square, oval and Japanese pagoda parasols are among those on display.

In dress goods the toison d'or, or blonde shades, putty, sand and French grey, vie with bleu de roi and many other blues, while in millinery the Chantecler red appears, as well as the colors mentioned above and many others.

Barbaric Ornaments.

There is a strong Oriental influence at work, apparently, for barbaric ornaments and embroideries were noted. The gowns, however, suggest more the peasant than the king, although fabrics are very rich. Two materials at least are required for most of the gowns, and the idea of one over another is repeated. Sleeves appear to be elbow and three-quarter, rather than long, and Bertha and scarf effects over the shoulder are featured on light gowns. Figured materials are also strong, as well as cashmere designs.

It would be impossible to give a minute account of this gigantic Spring opening, which is not only most artistic, but most educational in its exhibits and one that every student of sartorial conditions will find rich in suggestion.

✝

Hairpins and Hatpins.

Rhinestones are profusely used in the decoration of hairpins and hatpins. The latest idea in hatpins is a large open flower, the petals formed of stones set in white metal and with a single large brilliant for the centre. Discs, sword hilts, bow-knots, balls and pear-shaped heads formed of clusters of rhinestones are big sellers.

Pins used to keep in place the coronet braid so much worn are decorated with lace patterns in rose gold or Dutch silver, and these designs are enriched with rhinestones, baroeque pearls, and imitation jewels. Often sets of two pins and a hair barrette to match are offered. Popular-priced pins and barred barrettes are shown in shell in dark, amber and grey.

Big sellers in New York at present are fancy pins to wear on jabots and ties. All sorts of new ideas are featured here, including roosters' heads and barnyard groups. Buyers are stocking these pins and expect a big sale later.

Let our Trimmed Hat Department help you out during the Rush Season. More profitable than an extra trimmer. The first cost is the last.

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A few representative "McCall" styles for present season.
Ask for Price List.

The D. McCall Co., Limited

Winnipeg Montreal Toronto Ottawa Quebec

No. 1.—Black and white model of straw braid, trimmed with pink roses. For detailed description see page 9.

How to Make, Drape and Trim Latest Millinery

Five Models Described and Illustrated—Black and White Hat of Straw Braid, Hat in Blue and Lilac Shades, two Practical Turban Styles.

Staff Correspondence.

The second model described in the following article is shown on the cover ; the others on pages 8, 16, 21, 29.

NO 1.—Is a black and white model of straw braid, trimmed with pink roses, veiled with black net. Frame measurements: Head size, eighteen inches; front wire, seven inches; back wire, seven and one-half inches; sides, seven inches; outside wire, fifty-seven inches; base of crown, thirty-two inches; height, four inches; diameter of the top of the crown, nine inches.

Cover the crown frame with black muslin or chiffon, the brim with white, before sewing on the straw braid. The top brim and crown are covered with black straw braid sewn plain, the facing and upper edge of the brim with white straw braid. Pink roses are banked all round the crown toward the top, over which is draped the black spotted net, the back of the hat being finished with the net, "bunched" through a large square buckle of jet.

Eight yeards white straw braid, ten yards of black braid, six large pink roses, the jet buckle, with two yards draping net, is required for the construction of this pattern.

* * *

The model shown on the cover is a very stylish black tagel braid-shape with the new front roll, and high beehive crown.

This model is trimmed with a propfusion of mauve and pink wistaria, with light and dark shades of foliage and wistaria satin ribbon. The wistaria is arranged to fall over the crown of the hat, from the front and falling well over onto the brim all around. There are two looped rosettes of the ribbon arranged across the front of the rolled brim, with the rich foliage, one being to the left side on the brim, the other snuggled in among the foliage and flowers more on the crown and to the right side.

Eight bunches wistaria, four bunches of foliage, with three yeards of five-inch satin ribbon will be required to trim this model.

* * *

No. 3.—We have here a charming model in the blue and lilac shades, with trimmings of flowers and velvet.

Frame measurements: Head size, eighteen inches; back wire, six inches; front wire, six inches; left side, six and one-half inches; right side, seven and one-half inches; outside wire fifty inches. The crown is a dome, the base of which is thirty-two inches, the height five inches.

The frame is covered first with chiffon or muslin. The edge of the brim is bound first with the straw braid and covered top and facing with the braid sewed plain. The braid is of a bluish lilac shade. The straw for the crown is sewn to a hood-shape and then draped loosely ovr the frame. The velvet, in the same tones as the straw braid, but much darker, is cut in three strips of a quarter of a yard each, two are joined together into one strip and hemmed all round, as is the third strip. The long piece is draped round the base of the crown starting at the left side back, working to the right, the end left over being drawn through the draped crown at the right side, the bluish purple lilacs and roses being massed over the crown at the left side and back, with some twists of the velvet.

Twenty yards of braid will be required for the construction of the hat. Three-quarters of a yard of velvet, two bunches of roses and five of the lilacs, for the trimming.

No. 4.—Is a very practical turban style, for early Spring, being very simple, made from a strip of white yedda braid and green velvet, and Dresden silk crown.

Head size: eighteen inches; width of the brim, four inches; face wire, thirty-eight and one-half inches; height of coronet, three and one-half inches; top coronet wire, thirty-seven inches; base of crown thirty inches; height three and one-half inches; diameter of the top, nine inches.

Cover the frame firmly with a soft muslin, face the brim with white yedda braid, sewn plain. Nine inches of one end of this strip is wired all round. This end and the top edge of the strip is bound with green velvet. For this binding we cut the strips one-quarter of a yard each and join. When finished drape round the coronet so as the finished end will come to the right side front, where it is caught with an oxydised buckle and a knot of green velvet.

For the draped crown, one yard of Dresden silk, matching the green velvet in shade, will be required, three-quarters of a yard of green velvet and the yedda strip, for the draped coronet, with four yards of white yedda braid for the facing.

* * *

No. 5.—Is another charming turban in the ever popular shades of tuscan and black.

Frame measurements: Head size, eighteen inches; back wire, four and three-eighths inches; front, four and one-quarter inches; sides, four and one-half inches; face wire, forty inches; height of coronet, four inches; top coronet wire, forty inches; base of crown, thirty-two inches; height, three and one-half inches, diameter of the top, ten inches. Cover smooth and firmly with muslin, face with a tuscan braid. The coronet is draped with a yedda strip, veiled with black Chantilly lace and knotted at the right side. The crown is a yedda plaque box plated to a tam crown.

A handsome mount of osprey is the only trimming finishing this very stylish model.

The yedda strip with two yards of lace, eighteen inches wide will be required to complete this model.

✣

Parisian Vogue in Fabrics and Colors.

In dress fabrics, silks and linens, color is the keynote for the Spring season. Though weaves were never more diversified than those now showing, it is the color effects that form the real novelty of the season. Paris is featuring serges in fine twills, tweeds, cheviots, and the new black and white woolen cloths, as well as tussahs in natural as well as an extensive list of novelty shades for tailored suits. Many well-known women who are wintering in the Riviera are wearing tailored suits of cashmere in novelty shades with braidings and collars and facings in black.

For visiting gowns crepe weaves and crepons come first and are shown in plain, changeable and in brocaded and printed effects. Voile de soie, glace voiles and etamines, charmeuse, liberty and changeable taffetas, as well as foulards in dot, stripe and line check designs, and, newer still, in cashmere and pine patterns. Crepon silks are among the newest materials for afternoon wear, and among the newest and most popular are the tussah crepons, and crepe foulards

Exceptionally Large Attendance of Buyers at Openings

Increasing Interest in the Wholesale Event Each Season — Fine Displays of Imported and Distinctive House Models Shown by Montreal and Toronto Firms — Rich Profusion of Trimming Materials.

THAT Wholesale millinery openings were favored with exceptionally fine weather. Although a large proportion of the buying had been done during the two weeks previous to the 28th, the attendance of buyers on that date was strikingly indicative of the increasing interest in the openings each succeeding season.

The Montreal Openings.

The wholesale millinery openings in Montreal were an unqualified success. The number of milliners visiting the houses are large, and sales were gratifying. All the houses had made special preparations in the way of even better than usual displays. Show rooms were renovated and the general aspect of the warehouses was in keeping with the season.

The advantages accruing from increased space in the warehouse of Debenham's (Canada), Ltd., were fully appreciated, and the ground floor showroom was thronged with visitors, who were eager to see the new importations, as well as to buy the new goods.

The Spring opening at the millinery warehouse of Farrell, Belisle & Co., was also largely attended. The showing of Parisian models as well as untrimmed shapes, flowers, trimmings, etc., was exceptionally good and in flowers, particularly, there was an extremely beautiful and varied display.

Other Montreal houses, J. M. Orkin & Co., John B. Caverhill & Co., C. Dorlia, and the Montreal branches of Toronto millinery houses, experienced record openings.

Retail houses showed Spring hats earlier than usual, and the new hats are meeting with the approval of the buying public. The decidedly unique styles shown have aroused considerable interest, and buying is being done well in advance of Easter. Hats are expensive this season, owing to the fact that the fashionable hats are constructed of materials that are expensive in themselves, but in spite of this, trade is active, and apparently customers do not object to paying the price for the hats which they want. Weather conditions at present seem to favor the casting off of winter headgear at an unusually early date, and it looks as if the very early showing of Spring millinery by the retail houses has not been out of keeping with the season.

Wholesale Openings in Toronto

The D. McCall Co.

There was a beautiful and representative collection of Paris, New York and distinctive models by their own designers on view in the green and white showroom in the McCall warehouse. One of these models was a large picture shape, with softly curving brim, slightly mushroom and rolling up slightly at the left side. The brim was of shirred silk-run lace in ivory-white, faced with gold cloth overlaid with white maline. The full, soft mob crown was of the gold cloth overlaid with maline, the fullness drawn into two heavy cordings. On one side, well towards the back, was placed a full white aigrette fastened in with a bow of black velvet and long ties at the back.

Large Picture Model, the crown formed of pyroxaline straw and brim of leghorn, lined with the same. The pyroxaline straw, the bunches of primulas and the moire ribbon which forms the large bow at the side are in lutin shades. —Shown at the Toronto openings by S. F. McKinnon & Co.

Smart Turban Model in rough straw braid, with flower mount of mull roses and wistaria and the underbrim lined with glace taffeta.—Shown at the Toronto openings by the John D. Ivey Company.

..ASSORTING SEASON..

EVERYTHING IN MILLINERY

Hat Department

This department—the foundation of all millinery creations—is kept fully supplied by daily shipments throughout the season, and embraces everything new and desirable. We have just passed into stock a large range of new styles, including New Sailor and Off-the-face effects.

Flower and Feather Department

is a special attraction offering a variety and range of Novelty and Staple lines unsurpassed. Almost every style of flower is in evidence this season, but Grasses and Small Flowers are in largest demand.

Ribbon and Lace Department

is constantly maintained in a position to meet all the requirements of the Trade. In Taffeta, Satin and Velvet Ribbons, Chiffons, Malines, Nets and Fancy Trimmings we show a complete range of colors and qualities.

Orders Through our Representatives or by Mail Receive Prompt and Careful Attention.

G. GOULDING & SONS

55 AND 57 WELLINGTON ST. WEST
TORONTO

MONTREAL
230 McGill St.

WINNIPEG
65 Albert St.

Low Crowned Sailor Shape in Black Tagel, with willowed fringe of ostrich in French blue decorating the underbrim. A band of black ribbon velvet bands the crown and is tied in a large flat bow at the back. In addition, a wreath of small roses in dull pinks, blues and giac shades, with dark, glossy rose foliage around the crown.—Shown at the Toronto openings by the John D. Ivey Company.

Paris Model—Large Sailor Shape of Green Tagel, the crown of shaded pink roses, fringed with fine foliage.—Shown at the Toronto openings by Cockburn & Rea.

Another handsome model shown was a hat of black hemp, with a moderately high rounded crown, and the wide brim bent sharply up higher at the left side than at the right. This is one of the many new models that are widest across. There was a plain velvet facing and a band of velvet put plainly around the crown. The distinctive feature of this hat was an immense floral bow that decorated the back of the hat. This bow was posed high up on the crown and fastened the brim to the hat, and was formed of a ribbon of lilies-of-the-valley sewn closely together, the ribbon being piped with black velvet. The bow was a flat Alsatian formed of two long loops and two ends.

Maline turbans are to be very much worn this Spring, and a lovely turban shown had a full mob crown of black maline laid in wide pleats into a draped brim of supple fancy straw and wreathed around with tiny ribbon, roses in tapestry colorings, the edge of the ribbon being oversewn with a very fine gold cord. The accompanying foliage was of shirred peau de soie in a soft dull bronze-green shade.

Another large picture hat had a full puffed crown of white maline, with the wide brim of Mechlin lace in white. There was a wide bias fold of gold tissue around the brim, and a drape of the same finished the crown and was drawn into a tight bow at the side of the front. Three full white French demi-plumes were posed well to the back of the hat.

A particularly handsome New York model was somewhat on the Corday order. The crown was formed of a leghorn plaque, and the trim of tiny frills of Valenciennes lace were dyed exactly the same shade as the straw. The trimming arrangement consisted of a high wreath with square openings of glossy green, rose foliage, pink June roses, and grey green berries. In pretty contrast through the square openings appears a drape of wide glace ribbon, shot blue and white. There is a large flat bow of the same as a finish at the back.

A hat that attracted a great deal of attention was a toque of draped crin straw in black, with a Chantecler mount at the back in French blue, and the folds of straw held in place a little to one side of the front with a handsome ornament of old silver set with blue stones and with a pendant suspended by a fine silver chain.

Some of the very latest models shown here had bridles. It is very many years since bridles were worn last, but fashions are so varied that this style may find a place among the new fashions. As shown on the McCall models these bridles are most becoming.

The John D. Ivey Co., Ltd.

This firm made a highly attractive showing of distinctive models, both of imported pattern hats, and of models produced in their own workrooms. Particularly interesting were the many turban models, and the new large low-crowned sailor shapes which, rumor states, are to be a big feature of the later season. Very noticeable also was the variety of styles that were shown and favored.

Many turbans were in evidence, though the larger hats were, perhaps, more numerous. Quite a number of shepherdess shapes in black tagel were noted. A particularly good model was a shepherdess, the crown of which was three parts covered with a large mount of mixed flowers in wistaria in varied shades of mull, and dotted muslin roses, foliage, maidenhair ferns, etc. There was a drape ending with a large bow of claret velvet around the crown.

The dead white hat is bidding for favor and looks particularly smart when combined with black and orange. A

stunning model shown had the low rounded crown, now becoming so much the style, with the brim sharply upturned, both front and back, and giving a slightly concave line at the sides. This hat was faced with black velvet, had a large black velvet bow on the crown, and an aigrette of orange wheat.

A very striking hat was of golden tan hemp in Louis XIII. shape. There was a band of the same shade of velvet around the moderately-high crown, overlaid with a band of Venetian lace and three immense rosettes of tulle, one gold and the other two in two deep shades of althea, formed the simple but effective trimming.

Many smart tailored hats were shown, some produced from tagel and fancy straw plaques and hoods, and others in rough, coarse straws. A simple but effective model of this class was of coarse bronze-green straw in the Arab shape. The crown was of the straw and the brim of a wide band of black velvet, and there was a large bush or Shah aigrette, also black, caught in the folds and standing stiffly up in front as a fitting finish to this smart model.

✚

The Smith-Runciman Co.

The advance season and the Spring openings have been among the most successful that this firm have ever held. On the opening and subsequent days the very fine exhibit of imported and house models was visited by a large crowd of buyers and milliners. Many distinctive models were on show and, among those that were especially admired, was a large Louis XVI. model, the crown of which was formed of a plaque leghorn, with a slightly drooping brim of the same, bent up sharply, but irregularly. The crown is attached to the brim by a most original bandeau of ramie cord and wood beads in the natural shades. There is a very large buckle to match the bandeau placed on end in front, and above the bandeau, and drawn through the buckle was a very handsome ribbon in alternating stripes, with gold edge. To the side or to the back, depending upon the way the hat was worn, was an aigrette of Empire-green wheat. One of the very prettiest models shown at the openings was a Corday turban of black taffeta silk, the fullness of both crown and brim seemingly tied in with a pale rose pink velvet ribbon, with bow of the same placed a little to the side of the front. The underbrim was lined with an ecru knife-pleated net lace with pink laid underneath and a bow of the same velvet at the back. Another stunning turban had the tam crown of black velvet, with an oddly-folded brim of straw fabric, one wide fold turned upwards and two narrower downwards, and between the upper and the lower folds a single row of shaded yellow-heart cherries without the stems.

Tulle turbans are high style, particularly those in the new Chantecler red. A beautiful turban had the high tam crown of this vivid shade of tulle and a rolling brim of leghorn following the shape of the hat. There was a bandeau of shaded red poppies on the left side that raised the brim of this model, and around the base of the crown was passed a broad black velvet ribbon that was tied in a broad flat bow at the back.

Of a totally different character and illustrating the wide variety of shapes in vogue this season, was a smart pressed hat of gold tagel straw with one of the new, low, rounded crowns, and the brim rolling up smartly, both at the back and in front. The underbrim was plainly and smoothly faced with black velvet, and in front, posed on the crown, was an aigrette of black wheat, fastened in with a made ornament of pleated velvet in the new vivid red shade, veiled with an over-lay of black tulle. There

Paris Model of Black Fancy Straw, with jetted bandeaux around the brim. Large rosette of shaded pink roses, edged with a double row of small black tips. Small cluster of pink roses at the left side. Shown at the Toronto openings by Robert Taylor.

Large Cavalier Model of Gold Tagel, the underbrim faced with black velvet. There is a handsome brimming of straw and bead passementerie in black around the crown, and two rich black willowed plumes as trimming.—Shown at the Toronto openings by Cockburn & Rea.

Paris Model Napoleon Pressed Hat of Grey Tagel, with cluster of four willowed plumes in grey and white. The turned-up brim at the back trimmed with duchess ribbon and bands of maline. Maline ruche bow at the side. –Shown at the Toronto openings by Robert Taylor.

Tailored Hat, Napoleon Shape, in black pyroxaline straw with large tubular straw cabochons and the same straw forming a cord trimming at the side. Two black quills, thrust through the straw in front, form the remainder of the trimming. Shown at the Toronto openings by Carter & Kenny.

were two rows of this pleating used, below which came a cabochon of faceted jet bugles.

All the smart milliners are showing motor bonnets, and the Smith-Runciman Co. had on show several particularly becoming models.

✣

Cockburn & Rea., Ltd.

The fact that the visiting milliners appreciated and admired this firm's choice of models was evident from the crowded state of their showrooms, even at a late hour on the opening days.

Particularly admired was a large picture hat, the full puffed crown of black gold-studded net, and the brim of black Chantilly lace edged with a handsome jetted bandeau. Caught in the folds of the net in front was a beautiful passementerie cabochon in dull gold centered with an amber stone, and the finishing touch was given by a lovely full black ostrich plume posed well to the back.

A large Napoleon in rough, black, fancy straw was trimmed with piece velvet in rich Bleriot blue. This was used in a complicated arrangement of bands, bows and ends, and on the side of the rounded crown was an immense buckle of small blue roses exactly matching the shade of the trimming velvet.

Among imported models was a Lucille Artoise model of burnt tagel, with a draped crown in areoplane blue velvet, from which depended a fringe of mauve wheat ears. Fastening down the drape in front was a beautiful old silver ornament set with amethysts and pears, with a pendant to match.

Flower-trimmed hats are to be big sellers this Spring, and a particularly good illustration of coming Summer modes was a large picture shape in black chip, the crown a mass of wistaria in varied shades of tan, yellow, mauve, pink and rose. An exceedingly novel girdle of knotted ramie cord, interlaced with wood beads, was mixed in with the flowers on the crown and carried around to trim the underbrim.

The newly-established children's hat department has been greatly appreciated and orders have been both numerous and of large size. This department shows all that a milliner needs to stock in children's headwear, and is replete with dainty numbers that are complete in themselves, while many of the lines carried need the addition of extra flower or other trimmings to suit the taste of the customer. Many milliners have found a visit to this department a great saving of time, as there is here collected under one roof goods that otherwise they might have to search for.

Very complete, too, is the department devoted to flowers and ornaments. Besides a wealth of flower novelties in fine flowers, roses, etc., there is a particularly good collection of aigrette novelties in wheat, oats, grain, seaweed, etc. This firm is showing fruits in grapes, berries, etc., and are finding that their sale is particularly good.

✣

G. Goulding & Sons.

Among the French models shown here was a medium-sized model in black hemp, with the brim rolled up high on the left side, and caught to the crown under a lovely white osprey. The low crown was encircled with loops of black velvet ribbon. This was a Suzanne model. Another remarkable black hat was an Augustine model. It was also of black tagel, the brim cut and one side rolled up, while the other drooped over the face. The facing of black velvet was placed on the outer brim and a lovely black plume was laid flat over the crown. The only other trimming was a large jet cabochon. Much admired was a large turban shape, the full crown formed of a large hemp plateau in dead white and the brim covered with a bandeau worked in dead gold threads. There was a fancy white willowed mount upstanding in front.

John C. Green Co., Ltd.

Distinctive millinery is always a feature here, and though the models shown are always of a practical nature, they shadow forth, in a marked manner, the coming style changes. Several Louis XVI. models were shown, one being a shepherdess model in natural leghorn. There were wide ties in Chinese blue piece satin laid across the crown and continuing as wide ties on each side. There was a wide bias binding of the same supple satin around the brim, put on both outside and on the inner edge with a very narrow piping of the same, and this binding served as a finish for a plain facing of the satin. Around the crown was a wreath of small roses in dull blues, mauves, pinks, etc., with fine deep green and bronzed foliage.

A cap-like Corday model was formed of a wide net lace, finely knife-pleated. The centre of the full mob crown was formed of a circle of piece lace, to which the net flouncing was shirred very full over a cord, and another shirring at the base of the crown shaped the lace into the full mob. The deep drooping brim fitted close around the head and was slashed up in front to show the forehead. The underbrim was lined with a Persian-printed foulard and there was a wreath of pale tinted blossom around the crown.

Beautiful in outline and simple and distinctive in treatment was a Louis XIII. hat of coarse black ramie braid with the underbrim lined with the same straw in a dull soft shade of pink. The only trimming was a band of black velvet around the crown, fastened in front under two bird novelties.

✝

S. F. McKinnon & Co.

There was a crowd of visiting miliners in this firm's warerooms all day to view the new season's models.

Many striking creations showed rose crowns veiled with fancy nets or Chantilly lace. Another rose-trimmed hat had the crown of black crin with the brim of fine pink roses and shaded foliage and edged with a handsome jet bandeau, while, at the back, was placed a large bow of French blue piece velvet.

In tailored models, a plateau of bronze-green straw was draped with a bandeau worked with floss silks in green shades, with touches of pink and blue enriched with gold threads. At the side was placed a shaded grey and mottled grey and duck green wing, draped and held down by large jet cabochons.

✝

Robert Taylor's Display.

The showing here consisted solely of high-class French pattern hats. These models were illustrative of the manner in which the Parisian milliners are using the leading millinery novelties, which were for sale in the various departments of the warehouse. For instance, fine flowers may be said to be the feature of the season, and several beautiful flower toques were on display. One of these was in the new cap-like shape, which is a leading Paris model this season. The hat was covered with little clusters of tiny June roses in beauty shades, and, at the back, was a large bow of Chantilly lace edged with a pyroxaline braid.

Maline is to be much in evidence, and a large shepherdess shape had the brim of grey tagel with a soft full crown of grey maline. There was a large mount of wistaria in grey, green, pink and white, and on one side an immense single ribbon rose formed of grey and pink peau de soie ribbons. The underbrim facing was a marvel of the milliner's art, being of grey and pink ribbon in alternating graduated stripes. A remarkable collection of mourning hats in folds of dull peau de soie and grenadine were the admiration of all milliners who saw them. As trimming they had quill and wing effects in folds that were both new and striking.

Large Cavalier Model of Gold Tagel, the crown draped with gold-spotted net, the folds caught with a handsome passementerie ornament in antique gold, with pendant set with blue stones. The underbrim is faced with Bleuet blue velvet and the rich plume is in a lighter shade of the same color. Shown at the Toronto openings by S. F. McKinnon & Company.

New Sailor Shape of North Pole Blue Satin Straw Braid, the underbrim faced with black velvet. Around the crown is placed a collar effect, fringed with lilies of the valley in the same blue as the straw and centered with folded glace taffeta ribbon in blue and pink and a garland of June roses, shading from deep to pale pink. Shown at the Toronto openings by Smith-Runciman Co.

No. 3.—Model in blue and lilac shades, with trimmings of flowers and velvet. For detailed description see page 9.

Large Hats Will Be Scarce

CELEBRATION
Bright Majestic Braid. Price **85c.**

NEW BRETON SAILOR
Rolling Rim, No. 901 Chip. Price **$1.95.**
Also Fancy Bright Braid, per doz. **$9.00.**

COLORS

BLACK
BURNT
WHITE
LIGHT NAVY
LIGHT BROWN
DELF
ROSEWOOD

BAILEY
Fine Chip Turban. Price **$1.75.**

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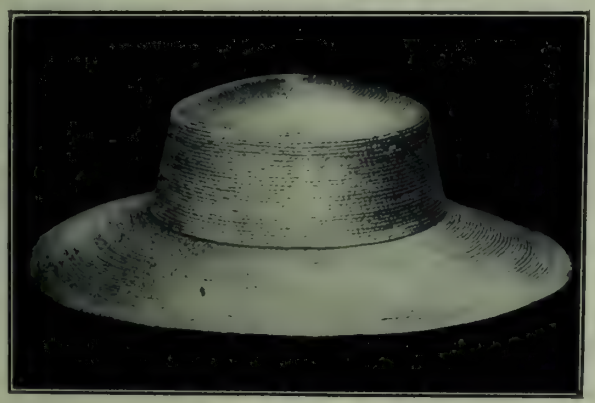
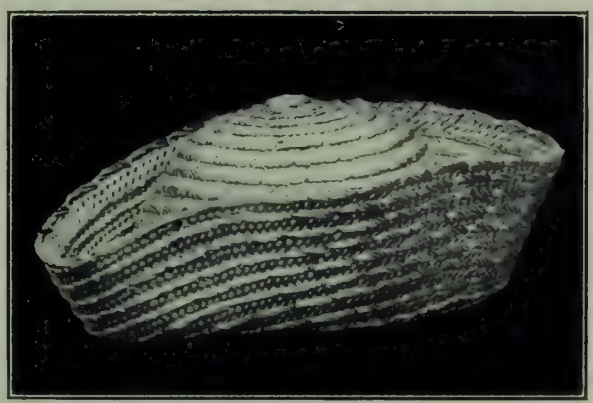


SYMPHONY
Large Mushroom Shape, Bright Majestic Braid. Price **85c.**



NIOBE
Fine Chip Straw. Price **$1.75.**
Bright Fancy Straw. Price **$1.00.**

An open order for best selling shapes will be well filled.
Write or wire for an assortment.

The John D. Ivey Company, Limited

Carter & Kenny.

This firm had on show a large and varied selection of trimmed and untrimmed tailored models. Pyroxaline braids are favored for the making of these hats, as they are designed for useful wear, and, as this braid is very light and pliable, it can be worked up and manipulated into smart hats that are exceedingly light on the head.

Turbans are shown in a varied assortment of models, and the Napoleon shape is also a leading style. The trimmings fashionable on tailored hats are fancy cabochons of metal or straw, quills and made quills of straw or fabric, velvet facings and bindings, various aigrettes and other novelties.

Malcolm Lamont.

This firm displayed a large assortment of millinery novelties and a very satisfactory opening is reported. Flowers are featured very strongly in Spring lines, and these were shown in rich profusion in the firm's warerooms.

Buyers at the Wholesale Openings.

Among the buyers who attended the Spring opening at the various Toronto wholesale houses, were the following :

Miss N. E. Green, Ingersoll.
Miss Little for Sanderson Bros., Waterford.
Miss Rozelle, Misses McDonald and Miss Wilcox, Owen Sound.
Miss White, Chatsworth.
Miss Pearl Baker for T. J. Elliott, Williamsford.
Miss Rae for J. E. Richards, Dundalk.
Miss Judge for E. Berwick & Co., Shelburne.
Miss Bicknil for Scott & Co., Beeton.
Miss Sparling and Misses O'Malley, Collingwood.
Miss Johnson for Oscar Boden, Meaford.
Miss Eames for Gartlan & Co., Stayner.
Mrs. Wilson and Miss Stewart for Playfair, Preston Co., Midland.
Mrs. Arthurs, Victoria Harbor.
Misses MacMillan, Miss Gurley for Mrs. McCready and Mrs. J. H. Burton, Bracebridge.
Mrs. Paul, Parry Sound.
Miss Young, for Brownscombe Co., Uxbridge.
Mrs. Ferguson, Markham.
Misses Shore, Caledon East.
Miss Lloyd, Orillia.
Mrs. Carey, Corbetton.
Miss Waddel for Hill & Co., Orangeville.
J. and W. Boyd, Flesherton.
Hutchinson Bros., Huntsville.
J. C. Hallifay, Chesley.
C. R. Tobey, Tara.
Miss Walker and Miss Stewart, for Horton Bros., Owen Sound.
Miss N. R. Fry, Mount Forest.
Miss Thompson, for Robinson & McClure, Wiarton.
Miss Reynolds for Mrs. Hurst, Alliston.
Miss Grace Smith, Hainesville.
Miss Amos for Tindale Bros., Arthur.
Miss Coghlan for A. B. Scott Co., Carleton Place.
Doxsee & Co., Napanee.
Miss M. Maud Campbell, Belleville.
Miss M. Cober, Hespeler.
Miss F. E. Butt, North Bay.
Miss Case, Teeswater.
Misses Learmouth, Welland.
Miss La Fontaine and Miss Hyndman, Pembroke.
Miss Hattie Robertson for Miss O'Neil, and Miss Hamilton for Miss Courtenay, Kempville.
Miss McCardle, Westport.
Miss E. Brown for Mrs. Campbell, Elgin.
Miss Sexton, Delta.
Miss Clements, Miss Herrington, Miss Bourke, Mrs. J. Garratt and Miss L. O'Connor for Robt. Wright & Co., Brockville.
Mrs. T. O. Middleton, Gananoque.
Miss A. Kavanagh and Miss B. Taylor, Prescott.
Miss Dobson for A. B. Scott & Co., and Miss Washburn, Smith's Falls.
Miss E. Cole, Cornwall.
Miss E. Mundle, Merrickville.
Miss Gerhard, Delhi.
Miss A. Moore, for S. M. Sovereen, Simcoe.
Miss Winter for J. J. McDonald & Co., Moncton, N.B.
Miss M. E. Livingston for Halliday & Davies, Chesley.
Misses E. L. Boome for Jas. Vair & Co., Barrie.
Miss M. Braiden for J. B. Horrell & Son, Midland.
Miss McBrien for Cressman & Co., Peterboro.
Miss E. A. von Eberts, Chatham.
Miss M. E. McCardle, Westport.
Miss E. L. Bearss, Creemore.
Mrs. Heaslip and Miss A. Mundell for F. W. Haygarth, Cayuga.
Miss Winifred Brown for Miss S. Dewar, Wyoming.
A. J. Underwood, London.
E. M. Osterhont, Tweed.
Miss Smith for Laing & Moore, Essex.
Ethel Bucknell, Port Dover.
Miss Best for Miss Kearns, Chesterville.
Miss Inman, Brussels.
Mrs. W. J. Brooks, Blind River.
Miss Chalue, Penetanguishene.
Mrs. Heffron, 1022 Queen St. West, Toronto.
Miss Moffatt, 322½ Queen St., West, Toronto.
Mrs. M. Whitney, Oshawa.
Miss Stinson and Miss McConnel, Tilbury.
Miss Mantell for Hogarth Co., Miss Campbell, Miss Toyer for N. A. Hewer, and Mrs. Tisdale, Tillsonburg.
Misses Martin and Miss O. Bretton for Miller & Miss Mitchell, 204 Queen St. E., Toronto.
F. M. Lewis, 1811 Dundas St. W., Toronto.
McFarland, Rodney.
Miss Crispin for Pierce & Co., Port Rowan.
Miss Martin for S. Chant, and Miss Garland for The Anderson Co., St. Thomas.
Miss G. Holmes and Miss O. Miller for Kay & Kay, Otterville.
Mrs. Eberle, Port Colborne.
Mrs. Keely, Dunnville.
Miss Williams for J. C. Henderson, Norwich.
Miss Fawcett for Lambert & Sons, Harriston.
Miss Dick, Durham.

Ornaments.

The new season's millinery is characterized by a lavish use of ornaments. Many of these are rich, expensive and artistic. Large ornaments in old gold, in imitation of hand-wrought jewelery, set with large imitation jewels, are prominently featured. Old silver or oxidized silver in this style, is also in high favor, as well as metal ornaments imitating gold and silver in the colors of the ore. There is a fancy for these large ornaments, having a smaller pendant set with a single large stone, matching that in the ornament itself.

Tulle Turban of Aeroplane Blue, veiled with black. The wreath is of forget-me-nots in Punch shades and pink June roses.—Shown at the Toronto openings by the Smith-Runciman Company.

Smart Tailored Turban of Black Fancy Straw, with ostrich aigrette fastened in with a jet cabochon.—Shown at the Toronto openings by Carter & Kenny.

Turbans for Early Use in London with Large Hat Later

Office of the Canadian Millinery Review,
88 Fleet Street, E. C.
London, Eng., March 1.

THOUGH the smaller hat, that is, small by comparison, is now being shown, and the early hat is certain to be the turban, very large hats are to arrive later. This is indicated by the sudden jump in the size of hats now arriving from Paris. Another point, too, that should be noted is that there has been a flattening out of the trimming, so that the latest hat has an enormous saucer-like appearance. These hats, as a rule, have some trimming placed under the brim—either a wreath effect in roses mixed with ribbon bows, or tight bows of ribbon and clusters of roses. Shirtwaist hats of this shape are being shown with a large soft scarf of Perisian-printed pongee, or spotted foulard simply draped around the crown.

Hats For Children.

Children's hat fashions for the Spring are unusually dainty, and there is a wealth of pretty creations, both for the small girl and the young miss in their early teens. Though many are perishable and fragile masses of chiffon and lace, there is a large number of practical models in both straws and Summer fabrics.

One charming notion is to have the hat made of the same colored linen as the dress, and to wreath it daintily with shaded silk roses. Straw cut into strips and interwoven with linen, is another of the latest conceits for the making of children's hats.

Pique hats have the edges button-holed and inserts of Irish lace medallions used in the centre of the crown and round the brim. These hats are developed both in white or colored pique, but in all cases the button-holing and lace is white. Tussah, China silk, taffeta changeant, and plain and pompadour silk crepe are used to cover dainty hats for children this Spring.

Poke Bonnets of Straw.

Little bonnets of straw and pyroxaline, shaped like Salvation Army pokes, are very quaint and becoming to pretty childish faces. The stiff outline of the bonnet is usually softened by the tulle ruching placed around the face, studded at intervals with tiny roses, and the crown is trimmed with a wreath of roses tied in place with bows of soft pink liberty ribbon.

Small girl's Beguin hat of paille d'italie, trimmed with feathers, foliage and ribbon; brim lined with crepe and edged with green velvet.

Small girl's Beguin hat, covered with red foulard; trimming of shot taffeta ribbon.

Cashemere-printed foulards also make pretty and becoming hats for small children. In straws, the mushroom shape is most seen, and for useful wear just a sash of liberty ribbon is placed around the crown and knotted with the ends allowed to hang down on the left side.

No. 4.—Practical turban style for early Spring, made from a strip of white yedda braid and green velvet and Dresden silk crown. For detailed description see page 9.

New York Houses Making Strong Feature of Flowers

They are Shown in Great Profusion and in all the New Shadings —Notable Models Illustrative of Latest Trimming Idea—Displays by Thos. Sullivan & Co., Judkins & McCormack and Jas. G. Johnson & Co.

Office of The Millinery Review,
160 Broadway, New York, March 2.

THOS. Sullivan & Co., 693-697 Broadway, make a specialty of flowers and feather novelties, straws, etc., and for the Spring season are showing an extensive range of flower novelties. Fine flowers are the leading trimming feature of the season, and are shown in all the new shadings. Roses of both small and medium size and not only in the soft pinks that nature favors, but in all the new tones introduced in millinery fabrics are shown and in every variety of mountings. There are clusters, wreaths, trails, sprays, and rose mounts in both the pink shades now fashionable in beauty, and in colors mixed with foliage, moss or grasses. The latter and grain have a high place in novelty lines, wheat, in particular being much in evidence in black, white and in all the leading colors, but particularly in the new reds and in French blue.

There is fair enquiry for fruit and grapes, berries, cherries, etc., are selling well. In the feather branch, ostrich plumes are in demand, and there is a strong enquiry for fluffy mounts in aigrette effects. The new curved quills are a strong novelty. Birds and birds' heads are beginning to be asked for.

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Judkins & McCormack, 6 W. 20th St., have added another floor to the two already occupied in the large building that runs from 19th to 20th Street, and all three floors are filled with what is latest and most wanted in millinery goods. One immense flat is devoted to flowers and feather novelties. On the hat floor is shown an immense stock of the leading shapes in the new straws, tagel being the one now selling particularly in black. When enquiry was made as to shapes, the information was given that though there certainly was a big enquiry for large shapes the sale of medium-sized models was also large, and also that both rounded and square crowns were selling. A straw that is bound to come to the front later is fancy Tuscan, and some delightful models were shown in this straw.

This firm is in constant receipt of Paris models and each day during opening times, a number of new models are shown. One room is devoted to the showing of Paris hats and in adjoining rooms the latest floral and feather novelties are on view.

Among the hats on view when the Review representative visited this warehouse was a toque of deep dull purple, single violets with an aigrette of lilies-of-the-valley. This was a Suzanne Talbot model and, though simple in effect, was perfect in line and color blending. Another Suzanne Talbot model was a long narrow turban with a deep brim that reached almost to the top of the crown, formed from a white tagel hood. The only trimming on this hat consisted of a fancy feather mount in black and white.

The Hall Mark of Quality!

What the Sterling Mark is to Silver, so is the

Silk Woven Label

to a good hat. Our WOVEN LABELS are perpetual reminders. Their usefulness is only limited by the life of the article to which it is attached.

Let us design you an attractive label for your millinery. It will prove the finest advertisement you ever invested in, and will positively guarantee "repeats."

Write us to-day!

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9 Morrow Avenue, TORONTO.

FRENCH VEILINGS

RAINPROOF TULLE

MOTOR SCARFS

We have an elegant range of Motor Scarfs

Have You Seen Our Latest Novelties in **French Veilings?** They are well Worth Inspection.

Our **Rainproof Tulle** is guaranteed to be unaffected by water and to be absolutely FAST DYE.

If You Are Needing **Chiffons** we recommend "ADELINA" "ALEXANDRA" "AEROPLANE" 25c. 35c. 45c.

WM. C. MORTIMER CO.
LIMITED
117 Wellington W., Toronto

A Camille Roger turban was much admired and like the model just described, it was a long narrow shape with a high brim almost touching the top of the crown. It was of Corby blue straw, the brim covered plainly and smoothly with glace taffeta in green and gold and with a full drape of the same silk simulating loops. A stunning hat, a Marie Louise model, was of linden green tagel in the new sailor shape. The facing of the brim was on the outside and was of giac taffeta. Silk roses, each rose in two colors and with the foliage in the same odd shades were used to wreath the rounded crown. They were in linden green and giac, in vivid Empire and apple-green combinations. A mount of three feathers in linden green and giac were posed at the side.

Not so remarkable but much more pleasing was a shepherdess hat of pale pink tinted crepe, the brim lined with crin of the same delicate shade. Shaded pink geranium flowers were opened and crushed flat and sewn on to cover both brim and crown. A twist of velvet ribbon about 5 inches wide in an exquisite shade of pink was fashioned into an immense bow placed at the back a little to one side.

A Jeanne Castelet turban in chantecler red, was trimmed with black duchess ribbon and a large black osprey at the side.

Floral novelties on view were silk roses in two strongly contrasting shades, such as blue and green, ashes-of-roses and reseda, orange and reseda, giac and vivid leaf green, Empire and linden greens, French blue and old rose. Flower buckles, mounts of fine flowers, and bunched effects were shown and there were as novelties in single flowers, poinsettas, orchids, gardenias, etc.

One house that the representative of The Canadian Millinery Review never fails to visit is that of James G. Johnson & Co., 649 Broadway. Not only is there a large stock of millinery materials and seasonable novelties carried, but there is always an extensive display of tailored and trimmed hats, some from Paris and others designed by this firm's own millinery artists. These hats are not only displayed but buyers can see them on the heads of living models.

Many pleasing leghorn models were shown here. A large Corday turban had the full crown fashioned from a leghorn plaque. The drooping brim was banked with tiny pink roses, veiled with black Chantilly lace. There was a drape of lace around the crown held in place by a band of black velvet ribbon, finished with a large wired bow of Chantilly lace. Many of the later hats show bandeaux and underbrim trimmings, and a large Cavalier shape was seen here of burnt tagel straw, with a bandeaux of pink roses and a drape and bow of velvet in French blue. The crown was covered with loops of French blue maline, and some of the maline was so arranged as to veil the rose wreath which covered the brim. The flowers were set closely in three rows. The under brim was faced with a bias fold of French blue velvet, each edge piped over a wire.

A particularly practical model was a new street hat in linden green fancy straw. There was a band of black velvet around the low rounded crown, and at the back, a little to one side, was posed a mass of ribbon loops, giving the backward trimming effect, which is to be one of the fashions due to the chantecler idea. This ribbon was brocaded and was shot in pink and mauve shades, and there was also an over-pattern of pea-green coin spots.

A. S. KING CO.

LIMITED

THE JAPANESE SILK HOUSE

JAPAN TAFFETA—all width and weight.

JAPAN HABUTAI—all width and weight.

SHANTUNG SILKS—large variety.

TUSSORE SILKS—in plain natural shades.

MOTOR AND DUST COAT SILKS—natural shade.

TAMALINE, in all high color.

MESSALINE SILK that give good wear.

TAFFETA and LOUISINE in a big range of colors.

FANCY SILKS in checks and broche.

The celebrated "OTTOMAN TUSSORAH" Raw Silk.

TOKIO COSTUME SILKS in big variety of design.

LA TOSCA Raw Silk, Iris Ruff Weave, Chiffon Tussore, cross dyed.

You will get the best value in the trade from us in the above lines

A. S. KING CO.

LIMITED

CHEFOO
YOKOHAMA
LYONS
ZURICH
NEW YORK

24 Wellington Street West

The Old Ishikawa Premises

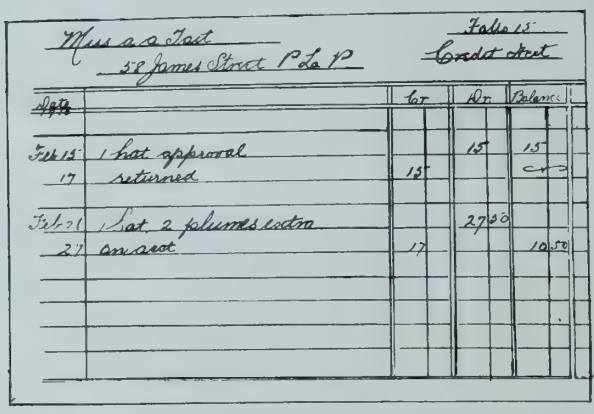
TORONTO, ONTARIO

Applying System to Book-keeping for Millinery Store

Importance of Reliable Record of Details — Journal, Day and Cash Books and Ledger and Their Functions — How to Enter and Transfer Items—Filing Invoices, Acknowledging Satisfactory Delivery, Etc.

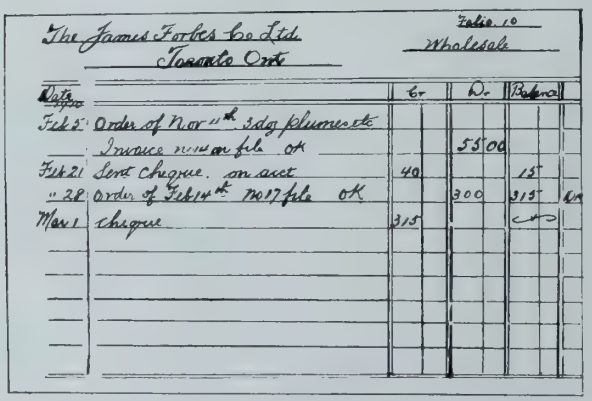
FROM year to year, with the increase and growth of business, many Canadian milliners find an incessant demand for some simple system by which they can keep track of expenditure, what they purchase during any one season, amount of their credit accounts, etc. These things formerly, in many cases, were left to memory and how often this medium fails in important instances everyone knows to his sorrow.

How often have customers been lost simply because there were no details to prove to them their error and


Miss A. a Tait
38 James Street P. & P.
Folio 15
Credit sheet
Dr.
Balance
Feb 15 1 hat approval 15 15
17 returned 15
Feb 21 1 hat 2 plumes extra 27 50
27 on acct 17 10 50

Ledger Sheet B, showing how a credit customer's account may be kept.

they may have left the store with the honest belief that the merchant was trying to get the better of them. This is only one reason why some simple system to take care of the essential details should be in evidence, and there are many others. The law demands that each person in business should have some method of record concerning


The James Forbes Co Ltd.
Toronto Ont.
Folio 10
Wholesale
Dr.
Balance
Feb 2 Order of Nov 1st 3 doz plumes etc
Invoice rec'd on file OK 55 00
Feb 21 Sent cheque on acct 40 15
" 28 Order of Feb 14th rec'd file OK 300 315
Mar 1 cheque 315

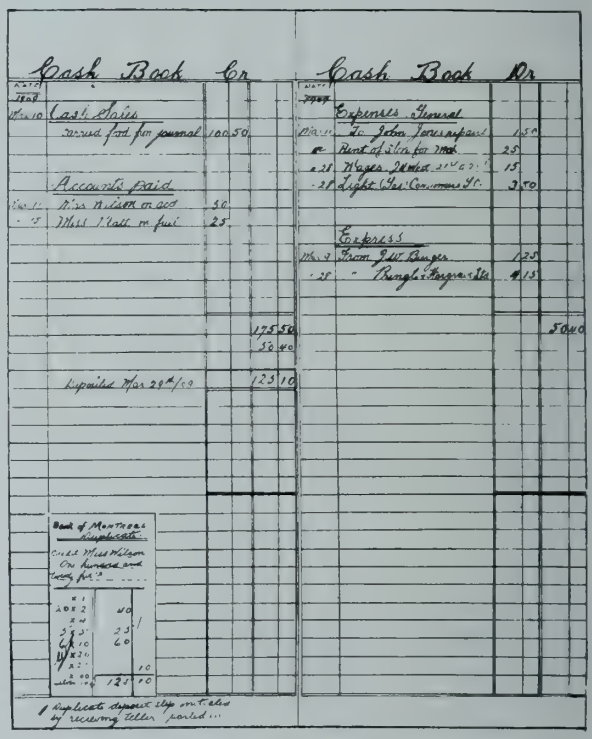
Ledger Sheet A, giving an example of simplified wholesale account, retaining all particulars relating to dealings with different firms.

all transaction of a business character, and the truism which should have recognition is that system is one of the great secrets of success.

What System Requires.

With very little difficulty the milliner may remove many of the problems attendant upon the keeping of records. The requirements of the system here described are few, the books called for being cash and day books, ledger and journal (a general ledger) and also a file. The cost of such a set will depend upon the choice of the purchaser. A small loose leaf ledger, probably the best for the purpose, would cost from $15 to $25. Such a book will practically last a life time, and when the value of records is considered the first cost will not be thought out of the way.

The journal should be kept in a convenient place and used for memoranda. Everything that pertains to the business of the day should be jotted down, such as express charges, bills paid or other items, and transferred at least once a week from the journal to cash book. The day book will contain all credit accounts to be posted into the ledger, such as hats sent out on ap-



Cash Book, showing how it should be headed up, with some idea of entry details.

probation, purchases and general accounts. In a nutshell, the system comprises two memoranda and two permanent record books.

Function of the Cash Book.

The chief function of the cash book is for reference, therefore great care should be taken to make it a model of neatness. Avoid mistakes and on no account erase an error, but rule through and make the correction above. The reason is that should all other records be lost, those in the cash book would be held as proof in law, providing that no erasing had been done. It might be well to state, to show the usefulness of this book that in banking institutions, they are never destroyed, but may be found as far back as fifty and sixty years ago. The posting from the journal into the cash book may be done just as often as the amount of business demands. Once a week would seem to be sufficient with

most milliners, though it should be done always at the end of the month and the books closed off.

The diagram shown below will convey some idea of how a cash book should be headed up. In it should be posted some record of all moneys received or paid out, care being taken to make these entries as complete as possible, so that should it be necessary to refer to them at any future time, no difficulty on account of brevity will be experienced. For example, one might post under heading "Wages," $15, or "Light," $10, these entries are no good for reference, but if posted thus: "Wages, J. H. Wilson, week, 21st to 28th—$15," and under "Light," "Consumers Gas Co., $10," no difficulty will be met with in getting at such facts as amount paid to any one company for light, either gas or electric, or the wages paid Wilson in a year. Such details are very important in any system and the convenience of having them always available will be readily appreciated.

Keeping the Accounts.

Whether the merchant adapts a loose leaf ledger or an ordinary book with adopted rulings, indices and headings after some other person's plan or idea, he should reserve one page for every account, whether it be that of a wholesale house or a customer receiving credit. This will enable him to keep a complete record of each firm or customer in an easy manner. The accompanying cuts illustrate the idea.

Cut A serves to show how, in the case of a few entries, all might be kept in the one account. It would be a good plan if all transactions between wholesaler and customer were kept in this way, since every detail as to purchases from year to year, as well as payment, is then immediately available for reference. This would eliminate a great deal of the trouble between wholesaler and customer as, in many cases, the latter have to be sent repeated statements of their account and this means time wasted and inconvenience for both parties. Cut B is along the same line, except that it refers to a credit customer instead of a wholesaler.

As soon as an order is received, number and place

Acknowledge Deliveries.

the invoice on file, and enter the number of invoice in the ledger under proper account as shown in cut A. This will save detailing and, at the same time, give the merchant a means by which he can readily find it again. After he has examined and found his order filled satisfactorily, even if he is buying on time, a card or letter to the wholesaler telling him everything was found as ordered, is a business courtesy due him, and always receives some form of appreciation in future dealings. Should anything contained in an order not be satisfactory, just as soon as the error is discovered, the shippers should be immediately notified. To say nothing about it to the firm and then refuse their draft or turn down their travelers is not the best principle to work on.

In the busy wholesale house, as in other places, errors sometimes occur, and it is only fair that an opportunity be given to have them corrected.

In the next issue of The Review the handling of drafts, notes, etc., will be discussed. Questions on the subject will be welcome.

Canopy and Pagoda Parasol Styles.

Parasol lines are unusually interesting, and it is many seasons since original ideas and novelties were so numerous. New York stores are largely featuring these novelties, as well as giving an extended representation to the more staple lines. Manufacturers also report that buyers in for the openings are giving fair orders for these novelties, as they realize that their presence is a good thing to draw attention to the department. Canopies and pagodas are well shown, and there is a new shape in imitation of the lamp shade, and which goes by that name. The square parasol is another arrival. Ten and twelve-rib parasols are in demand, and there are also some lined parasols showing. Handles are long, and some are selling that are quite 20 inches. Parrots, birds' heads, etc., carved and colored, are often seen. Disc and mushroom tops are good, and some of these are so large as to give the effect of a fancy buckle fastened as a finish on the top of the long handle. Generally these effects have a beetle or bug, in metal and jewelled effect, perched on top. The wood handles are stained and tinted to tone in with the cover. Bordered or hemmed covers with the hem hemstitched onto the body, are decidedly strong, and these hems are both plain and fancy. Some very effective numbers have Dresden ribbons hemstitched on as the border. Among novelties are spangled parasols, and embroidered parasols, the pattern being emphasized with beads, bugles and jewels.

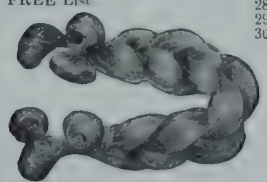
Plain coachings are trimmed with narrow pleatings, fringes, etc. A parasol seen in a large store, had a ball fringe on the hem. All the new colors are shown in parasols and blonde shades, peach melba, empire green and French blue, as well as chantecler, are leading colors. Shantung and foulard-covered parasols are freely shown.

STREHL'S HAIR GOODS

are recognized as the standard of quality. If you want to make a trial of this line, all that you will have to do is to put in a few samples. This will enable you to show the different sizes to your customers, and if an order is taken by you send same to us with sample of hair, the exact color, and we will forward goods by mail or express. We will cheerfully take back goods if not satisfactory. You run no risk.

We are Headquarters for Switches

Wavy Switches, Pompadours, Curls, Wigs, etc., at lowest prices. Send for Illustrated FREE List



All-over Real Hair Nets, now so fashionable, $1 50 per dozen.

A "SPECIAL" SWITCH

A good seller and a money maker, made of second quality WAVY hair in good assorted colors.

No.	Weight	Length	Each	Dozen
500	2 oz.	24 inch	$2.25	$24.00
450	2 oz.	22 inch	1.75	18.00
425	2 oz.	20 inch	1.50	15.00
400	1½ oz.	18 inch	1.15	12.00

STRICTLY FIRST QUALITY

Assorted Colors—Short Stems

No.	Weight	Length	Each postpaid	Dozen
11	1½ oz.	16 inch	$1.50	$ 15.00
12	2 oz.	18 inch	2.00	21.00
13	2 oz.	20 inch	2.75	30.00
14	2 oz.	22 inch	3.25	36.00
15	2½ oz.	22 inch	4.00	45.00
16	2½ oz.	24 inch	5.25	60.00
17	3 oz.	24 inch	6.25	72.00
18	3 oz.	26 inch	7.75	90.00
19	3½ oz.	28 inch	9.00	102.00
20	4 oz.	30 inch	11.00	126.00
10 Sample Switches				$49.75
Less 6 per cent. for cash				3.00
				$46.75

SECOND QUALITY HAIR

Assorted Colors—Short Stem

No.	Weight	Length	Each postpaid	Dozen
21	1½ oz.	16 inch	$ 0.50	$ 5.00
22	2 oz.	18 inch	.65	7.00
23	2 oz.	20 inch	.90	19.00
24	2 oz.	22 inch	1.10	12.00
25	2½ oz.	22 inch	1.35	15 00
26	2½ oz.	24 inch	1.50	16.00
27	3 oz.	24 inch	1.75	20.00
28	3 oz.	26 inch	2.40	27.00
29	3½ oz.	26 inch	3.00	33.00
30	4 oz.	28 inch	3.50	39 00
1 Sample Switches				$15.33
Less 6 per cent. for cash				.92
				$14 41

THE CORONET PUFF

A group of puffs, made of soft natural curly hair The latest style of coiffure, easy to arrange and universally becoming

Per set of 7 puffs, $1.75 Per dozen, $18.00
Per set of 6 puffs, 1.50 Per dozen, 15.00
Per set of 5 puffs, 1.25 Per dozen, 13.50
Per set of 4 puffs, 1.00 Per dozen, 11.00

Shades of gray, blonde, drab and auburn are more expensive, according to the scarcity of color. Any size and number of puffs made to order.

NOTICE—Cut Hair made into switches, 35c oz. Combings made into switches, 40c oz.

WILLIAM R. STREHL CO.

34 MONROE ST., CHICAGO

Smart Cuts for Millinery Ads.

BRIGHTEN up your Millinery advertising by using some snappy new cuts, illustrative of the new season's best styles.

Women like to look at pictures of pretty hats, and your newspaper advertising will be made 100 per cent. more attractive—to the women whose trade you are after—if you use illustrations like those shown on these two pages.

Order a supply of these cuts of beautiful millinery creations (made direct from Paris models) and you will be surprised at the attention your ad. will attract. They will cost you only **$1.00 each, 6 for $5.00**, or, in ⅔ size indicated, **75c. each, 6 for $4.00.**

Send in your order for these to-day. Use the order blank below.

THE CANADIAN MILLINERY REVIEW :: 10 Front Street East, TORONTO

No. 106

No. 107

THE CANADIAN MILLINERY REVIEW

10 Front Street East
Toronto

_____ 1910

PLEASE SEND ME _____ CUTS, NUMBERS _____ _____ IN THE

ADVERTISEMENT IN YOUR MARCH ISSUE.

No. 100

No. 101

No. 102

No. 103

No. 104

No. 105

Majority of Imported Models Need No Modification

Gay with Bright Flowers, but in no Way so Eccentric as Those of Past Few Seasons — No Compromise Between Extremes in Sizes — Sailor Trimmed as Well as Banded will be the Popular Hat.

Staff Correspondence.

Office of The Millinery Review,
160 Broadway,
New York, March 1, 1910.

THE second openings have established many things in the realm of millinery, but they are far from definitely determining many others, for there is still great discrepancy in the size and height of the hats imported. There is no hint of compromise in the matter—one is called upon to choose between either the very large hat or the toque which, while hardly small, is comparatively so. It is curious, too, that the question of height seems to be determined by the size of the hat, since the smaller hats are quite high, and the large hats show a decided tendency to flatten out.

There is little doubt in the minds of the trade, but that the sailor, trimmed, as well as banded, will be the popular

Spring creation from the workrooms of the D. McCall Company, Toronto.

hat for the dog days. Some houses claim that a demand for mushroom effects lingers, and, in fact, is on the increase, but the really smartly hatted women one sees in New York, are wearing rolled brims for their late winter hats, which is a very fair test of what is liable to take the public fancy for Spring. The bulk of the hats offered for sale follow this tendency. Hats are, in fact, rounder, there are fewer abrupt turns and sharp flares, the entire brim rolling more or less evenly. Crowns are noticeably lower, but little, if any, less bulky in circumference, and trimming for the most part is fastened to, and decorates the crown rather than brim.

The Season's Straws.

While leghorns, Neapolitans and hemps are shown, for early wear the demand for early wear will be for the lacqured Jap and other coarse weaves. This is the straw that will be run for the Midsummer banded sailor, which will have a rolled brim and a medium crown, according to the best authorities. Coarse straws, the glace variety and quite frequently in strong colors, such as king blue, cock's comb or chantecler red, acanthe green or vivid rose, are chosen for street hats for early wear, many of which are hand made.

Turbans are all made to fit snugly over the back of the head and come down to the ears, or at least, one ear, and are quite deep, the head fitting up comfortably into the headsize.

Trimmings at the Back.

There is a decided tendency to place trimmings at the back of a hat, and all lines slant upward in that direction. The responsibility for this fashion is laid at the door of "Chantecler," the successful production of which roused Paris to such enthusiasm. The result has been to popularize everything connected with a barnyard, and in consequence many hats are quite rural in detail, if not in suggestion.

Red, also the outcome of the Chantecler craze, has been more or less in evidence all Winter, but now its vogue is established. Whether it will extend into the Summer or not is a question, but for immediate wear, nothing is smarter.

Great Flower Season.

Certainly the flowers are wondrously gay, such are the quantities used, and in such endless variations. Shield effects, small flowers applied to a foundation and used in upright positions, find favor. Violets, principally the purple field violet variety, are used singly or with roses, a charming combination being violets and La France roses. The small garden and crush roses lead, however. These are either made of Swiss mull, in very delicate shades, or of silk of the glace variety. Glace silk roses are among the novelties; these are varigated and have striped petals. Such roses, and indeed all flowers that can be so treated, are applied flat to the hat. But here, again, we find a discrepancy in the treatment of flowers, for not a few of the large kind are arranged to nod from their stems. Pansies are used in this way, and are combined with orchids and fern by such a famous designer as Louison. Natural ferns, chemically treated are used in preference to the artificial kind, and, like flowers, several kinds are used together. Maiden-hair and asparagus fern are a good combination. Grasses, too, not necessarily in natural colorings, are used in sheaf effect and for aigrettes, and are sometimes intermingled with field flowers or rambler roses. Wheat and barley are enjoying great favor.

It is the vogue to use one material over another, and it is in this way that lace is used. Chantilly leads, and is applied without fullness to the upper brim, the scalloped edge not extending usually to the brim edge. Crepe is used also in this way, the latest novelty being in cashmere or paisley design. Facings, particularly of velvet, do not decrease in favor. A short pile velvet is the newest fancy in this material, and black is nearly always used in place of color. Leghorn hats nearly always have a touch of black velvet and many of them have large Tam O'Shanter crowns of black lace, maline or coarse net over white or a color or white.

No. 5.—Turban in the ever-popular shades of Tuscan and black. For detailed description see page 9.

CONDENSED ADVERTISEMENTS

MISCELLANEOUS.

ANY MAN who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dom nion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged, or new order issued without further charge.

AT LAST—A really practical pencil sharpener. The "Spiro" sharpener built on a new principle, positively does not break the lead. Ten blades. Sharpener lasts lifetime. Every pencil user needs one. Pencil sharp in a second. Ask your stationer or write us direct. A. R. MacDougall Co., Canadian Agents, Toronto.

CUT DOWN THE COST OF YOUR FIRE INSURANCE. Our illustrated catalog "O" on fire-proof windows. doors, etc., contains full information as to how you can save money on your insurance. You will find it interesting. Write for it to-day. A. B. Ormsby Co., Ltd., Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limi ed, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

DOES YOUR FIRE INSURANCE POLICY protect you? There are points in connection with fire insurance policies that need expert handling to secure proper pr tection. We are fire insurance experts. We can safeguard your interests and procure the lowest rates. Mitchell & Ryerson, Confederation Life Building, Toronto. (tf)

ERRORS AVOIDED, LABOR SAVED—Using the Shouperior Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet, perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full inquiry. Autographic Register Co., 191-193-195 Dorchester St. East, Montreal. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited. 513. No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the KAHN SYSTEM of Fireproof Construction. Used in many of the largest business premises on this Continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Ltd., Walker Rd., Walkerville, Ont. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FASHION DECREES—Holland Linen correspondence stationery correct in style. Its beautiful writing surface most attractive. Envelopes to match. Fashionable sizes and colors. Visiting Cards, Invitation and At-Home Cabinets and Writing Tablets. Ask your stationer. W. J. Gage & Co., Ltd., Toronto. (tf)

FREE TEST—Prove our claim that "Klear Copy" Carbon gives the best, clearest, unsmudged copies of all typed matter at our expense. Send for sample pa kage "K" free. Peerless Carbon and Ribbon Mfg. Co. of Canada, Ltd., 180 Richmond St. West, Toronto. (tf)

GET THE BUSINESS; INCREASE YOUR SALES. Use Multigraph typewritten letters. The Multigraph does absolutely every form of printing. Saves you 25 p.c. to 75 p.c. of your printing bill. Multigraph your office forms, letterheads, circular letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

INSURE HEALTH by installing Pullman System of Natural Ventilation. Simple, inexpensive. All foul air in room expelled through special outlets. Use in store, office and home. Send for free booklet. Wm. Stewart & Co., Saturday Night Building, Toronto; Board of Trade Building, Montreal. (tf)

JUST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remingtons, Olivers, Empires, Smith Premiers, etc. They have been carefully rebuilt and are in good workable wearable condition. The Monarch Typewriter Co., Ltd., 98 King St. W., Toronto, Ont (tf)

KEEP ACCOUNTS without book-keeping. A century ago accounting meant keeping books. To-day you can keep accounts cheaper, better, quicker and more accurately by throwing away all books and installing a McCaskey Account Register. Don't be skeptical—investigation costs nothing. Write us to-day. Dominion Register Co., Ltd., 100 Spadina Ave., Toronto. (tf)

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, gives better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

PROBABLY the most talked about machine in Canada is the Hamer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Ltd., 424 Spadina Ave., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley St., Toronto. (tf)

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Limited, Toronto. (tf)

THE "KALAMAZOO" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

THE METAL REQUIRED IN A MODERN CONCRETE BUILDING. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock; quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE and Factory Heating Systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada.

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Ltd., 33 John St., Hamilton, Ont.

WHEN BUYING BOOKCASES insist on having the best in the market—"Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd.; General offices, Woodstock, Ont. (tf)

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The number of sales you make depends on the thoroughness of your preparations now. By all means place your Easter orders early. Don't wait until the eleventh hour.

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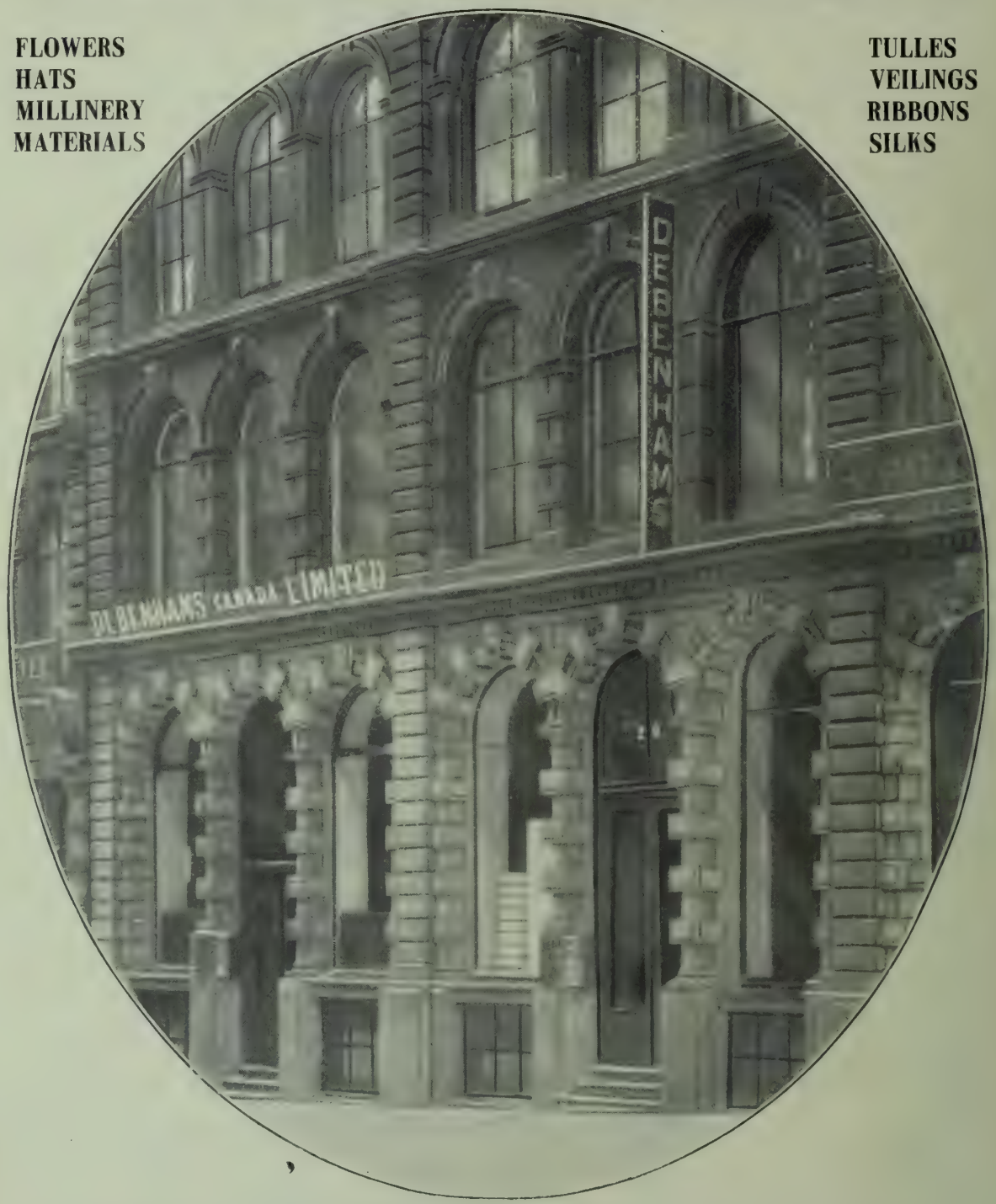

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The Canadian Millinery Review

April-May, 1910.

VOL. II. NO. 1.

MacLean Publishing Company, Limited

Montreal Winnipeg Vancouver New York London, England

Publication Office, 10 Front Street East, Toronto

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Canadian Millinery Review

The Only Canadian Millinery Paper

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg New York Chicago London, Eng.

Publication Office: 10 Front St. East, Toronto, Canada

APRIL 1910

There are milliners who leave display windows bare, and the interior arrangement of their store looks like a panic. To the customer, it is like dropping into a mob without being properly introduced.

* * *

The display window helps to develop the store's individuality. The trim creates a good or bad impression. It gives the store classification in the minds of passers by. The milliner must be careful, therefore, lest she do an injustice to her enterprise.

* * *

There are many good talking points about the new millinery, and no milliner has an excuse for absence of interesting descriptive matter from her advertising. It is one way of letting the people know that she is up-to-date on style matters.

Is the Local Merchant Blameless?

A MERCHANT who is endeavoring to solve the mail order problems in his town, states that he learns from authoritative sources that the number of mail and express parcels going into his district from the large city stores is diminishing in practically everything except millinery. He has no millinery department of his own, but the proportion of business done at home is divided among several stores.

Why is it that mail order trade in millinery continues to hold its own, when the work done by one man is developing local loyalty with regard to other lines? Is it not a fact that in the great majority of cases people send away their money, not when they want a cheap thing, but when they feel they can get better satisfaction out of a good-sized expenditure by dealing out of town?

Some small item which the merchant could not fill may have been the excuse for a large collective mail order, or the customer may not have known that the local merchant could fill her requirements in that particular.

The key to the main door in the mail order proposition is the taking of such action by the local merchant as will discourage to the fullest possible extent the desire on the part of his customers to seek elsewhere for goods and service which should in all reason be available to them at home.

There are merchants to whom the questions asked above will recall an interesting experience—when they went out after the trade of their districts and are now holding the most important part of it. To others they may suggest an immediate revision of merchandising methods calculated to strengthen them where now the mail order men find them weak.

Broaden Your Field.

WHAT would the majority of retail milliners do if customers developed the habit, after buying expensive millinery, of refusing to accept it, giving no good reason whatever? Those customers would be likely to hear something drop. Wholesalers declare that they have some such problems. Retailers there are who make unreasonable cancellations. They endeavor to sidestep consequences which might come through injudicious buying or, as is sometimes the case, failure to push goods properly.

Looking at it from one angle, some merchants might be asked whether their merchandising is not a case of living up to a hard and fast division of their district. They recognize that a certain amount of trade goes to their home competitors, that another part goes to the mail order houses, and that they take what is left. In their buying they confine themselves to those limits without considering the possibilities of broader activity.

London Adopts the Oriental Touch in Hairdressing

Bright Colored Ribbon Scarfs and Dazzling Jewelled Bands are Worn—Preponderance of Large Hats—Masses of Flowers and Veiling of Tulle—Return of the Bandeau — Hats Noted at Stylish Receptions.

Staff Correspondence.

Office Canadian Millinery Review,
88 Fleet St., E.C., London, Eng.

THIS year, at least, London has certainly introduced the fashionable coiffure, and the hairdressing adopted by the fashionable London woman has a decided note of difference to that adopted in Paris. This new style is one that is most becoming to the Anglo-Saxon type of beauty. The hair as at present worn has a touch of the Oriental in effect, and this is heightened by the use of bright-colored ribbon scarfs that drape the head in turban fashion. The use of these ribbon scarfs is varied by the wearing of a dazzling jeweled band which fits tightly around the head and allows the hair to peep out in front and around the neck in truly Oriental fashion.

Smart Millinery at Receptions.

London has been particularly brilliant lately, as the two receptions at Buckingham Palace have kept a number of people in town who would otherwise have been absent. The teas given in the palm room at the Carlton have been the occasion of the display of some wonderfully smart millinery. Both high and small hats were worn, but the penchant that the English woman always displays for large hats, results in a big preponderance of this type.

A kind of panama shape made of paille anglaise, turned up high and trimmed simply with a wide bow of black velvet, is a favored style. One reason why this hat is so much liked is that it can be worn with the turned-up part either in front, at the side, or at the back, as the weaver finds most becoming. A wide brimmed sailor-shape is also a favorite, and is equally fashionable in black or white straw trimmed with red velvet.

Hat of Black Chip, with velvet drape around the crown. Large loop of net gives the new backward trimming effect.

Flat, wide hats are worn trimmed with floral wreaths and veiled with chiffon and indeed many of these hats are simply marvellous for their size and floral decorations. A very popular shape has a large and very wide brim, slightly close in front and with an upward curl at the back.

Fluffy Bows of Tulle.

Masses of flowers trim the crown and tulle is used as a veiling, and to compose large fluffy bows usually fixed towards the back. When ostrich is used the trimmings are very simple. Long flowing plumes are placed

Leghorn brim lined with king's blue velvet. Large full crown of king's blue malline, veiled with black net, with trail of medium-sized roses veiled with the black net.

in front of the large straw hats and are fastened in by a handsome jewelled cabochon. These feathers are often shaded in several colors, and some feather effects even go so far as to display cashmere printings.

When toques are worn, many of them are of chameleon taffeta, others are of coarse straw and fit on the head in helmet or bonnet fashion. Quite the most noticeable thing about the new millinery is the restoration of the hat to its straight pose, and the return of the bandeau.

This, as yet, is but a small semi-circle placed at the back. This manner of wearing the eastern turban strikes quite a new note. The turban with the crown of straw and the brim of tulle is the most becoming.

Millinery Specials

Fashionable Articles that every Milliner needs for April and May trade.

As our Flower and Feather departments are complete, we can supply you with all the new shades in Wheat at 35, 50, 75 and 90 cents per bunch.

Foliage of every description, in prices ranging from 60 cents to $10.80 per dozen.

Read this list carefully, you will find what you need

French Silk Roses, large and small, from 60 cts. to $10.80 per doz.

One *Special* Satin Liberty Ribbon in two widths, one width at 18 cts; the wider width at 22½ cts.

No. 450 Black Moire Ribbon at 17, 18½, 22 and 24 cts.

Black Satin Liberty Special at 13½, 16½, 18, 21, 22½, 27, 30, 40 cts.

Black and Colored Velvet Ribbons are in demand.
We have them.

Cherry Reds and King Blues at 18½, 22½, 29 cts.

Blacks at 10, 12½, 13½, 15, 17½, 20, 25, 30, 33, 37½, 40, 47½ cts.

ANOTHER SPECIAL LINE

Our 720 Moire Silk Ribbon, in 9-yard ends, at 24 cts., in colors:

White, Cream, Tuscan, Pink, Sky, Old Rose, Boisjoli, Reseda, Champagne, Mexique, Grey, Taupe, Wine, Moss, Bronze, Olive, Cinnamon, Brown, Helio, Canard, Coquelicot, Cardinal, Saxe, Emerald, Myrtle, Navy.

Try us on a mail order; you run absolutely no risk.

COCKBURN & REA

LIMITED

54-56 Wellington West **TORONTO, ONT.**

Ablaze With Chantecler Red and Pheasant Colors

New York Displays Indicate Brilliant Color Season in Millinery — More Elegant Hats Show Black and Black and Blue, White, Black and Blue, or Red and Blue Combinations — Unusual Floral Effects.

Staff Correspondence.

Office of Canadian Millinery Review,
160 Broadway, New York, April 5.

SINCE the first day of March, New York women have been wearing their straw hats, so that the church parade on Palm Sunday was, from a millinery standpoint, quite as brilliant as the Easter parade is wont to be. In fact, it was more brilliant than it has been for several years, for dull colors are now a thing of the past, and naturally that fact alone makes a marked difference.

New York is at present ablaze with Chantecler red, the bright colors of the pheasant, the royal blue that we now call bleu-de-roi, and the many shades of rose that one finds in the millinery rose garden.

It is to be a brilliant color season, although it is not to be supposed that the light red, which is dubbed "Chantecler," will last into the dog days. It is a color one would naturally tire of, even if sparingly used, but it is not sparingly used, for the larger the bow of Chantecler velvet one wears on her hat the smarter one is supposed to be. The same is true of King's blue, although that color is as yet a little behind Chantecler in popular favor.

The more elegant hats show the black and blue combination, or the white, black and blue, burnt and blue, and red and blue. The latter is very smart for suits, blue serge suits with red vests, sailor collars or sashes, are very chic, and turbans of coarse, red glace straw, trimmed with Persian feathers or silk, or bright blue straw with red trimmings, are in high favor. The Persian shades, red, blue, green and yellow, are all strong, individually and in combinations, cashmere silks and chiffons may be spoken of as sharing equal honors. For the tailored hat, one finds these ideas carried out with a free hand.

Many Hats Decidedly Flat.

A very smart pressed hat of a dull red crin with wide brim, rolling at the edge, and caught up just over the left eye, with one moss rose, had a drapery of cashmere silk on the under brim, there being no other trimming.

Many of the newest hats are decidedly flat, and the trimming sparingly used on the top adds nothing to the height, the designer's attention being concentrated on under-brim ornamentation. Garlands of small flowers applied to the under-brim are effective. The present demand is for field flowers, a logical result of the Chantecler craze, which has popularized everything, even remotely connected with the barnyard.

Miniature field flowers are very pretty and make not only charming garlands but barrettes, which are used now, being fastened at either side of the headsize and lying loosely and across the back of the head. Where flowers are used for this purpose, the small tightly-arranged flowers are chosen.

To revert to the Chantecler influence, it may not be amiss to say that the very extreme hat with the entire coque used has not made a hit. The coque's head or tail is sufficient, and the tail feathers of the hen pheasant are most popular of all. Another feature of this mania is the rustic straw hat, some of them in color, size and texture looking much like the hats our farmer folk wear afield, and, of course, we have hay color, and straw color, and egg shell shades. Putty color, twine color and sand are also new shades, very smart for the body of the hat, and an excellent foil for the brilliant colors used to trim.

Velvet Ribbons in Great Demand.

There is a big demand for velvet ribbons in black and colors, particularly colors from two to five inches wide. Black velvet, backed with colored satin is a novelty and a moire velvet ribbon in colors is a handsome addition to the ribbon stock which includes beautiful glace taffetas, and figured ribbon, including Persian and cashmere designs, and polka dot ribbons. It is many moons since ribbon has played such an important part in trimming milady's chapeau. There is, for example, a decided vogue for exaggerated bows, and this means ribbon, although not always, for lace, net and maline bows, and bows of piece-goods are formidable rivals. There are also straw bows to be considered, and bows of flowers. These are made by applying small single flowers to a foundation of chiffon or maline which is wired into a bow. Flowers are applied to the ends of ribbon or velvet in this way.

It is noticeable that, when small flowers are used, they are almost invariably applied flat against the hat, or on to some portion of its trimming. Rambler roses are used in sprays, however, as are moss roses and the larger variety, and this, caught to the hat by their stems are allowed to wave plume fashion across the crown, their direction changing with every wind that blows.

Floral Combinations.

Most unusual floral combinations are attempted. Pansies and roses, for example, are two flowers frequently seen together in decidedly strong color contrasts, such as bright blue velvet pansies and brilliant American Beauty roses, with natural-looking greens. Such pansies may be regarded as one of the season's successfully-launched novelties.

Such riots of color as the designs have produced! To those who follow the trend of fashions changes, this sudden burst of barbaric color was not unexpected for surely we have had season after season of dull half-tones and were ready and eager to welcome such brightness.

Early in the season, we have, as usual, some handmade hats, notably turbans, but the elite cling to the pressed shapes and trim them as simply or elaborately as they desire. The handmade turban is really a turban-toque and is usually made of straw stripes or plateau. Coarse straws have the present demand and these, as has been stated before, are very often veiled with lace or net.

Black over white or color is the most usual. Chantilly is the lace used almost to the exclusion of all other weaves. Large hats are veiled as well as turbans. A large flat hat of white chip had a black chiffon scarf with colored roses, stretched over the entire hat, brim and all, the chiffon being gathered in at the headsize, and roses being used under the brim, but not under the chiffon, although one often finds this idea.

One of the novelties in roses, closely akin to the mull rose, is a rose and foliage made of dotted Swiss. This can be had in all colors and is very effective.

Shapes continue to be faced with velvet and this, with the masses of trimming used, make hats seems less Spring-like than one would expect to be favored at this season. Although there are much lace and net used, there are few if any, transparent hats.

New Terms in Fashion Vocabulary.

With each recurring season numerous additions are made to an already extended fashion vocabulary. In many cases the new terms are representative of entirely new fabrics, garments or styles, but in others they are simply a new name for something with which under another designation we are already familiar.

Possibly the present season has seen an unusually extended list of new fashion terms, and for the benefit of readers of The Review a few of those which will be most frequently met with are given here.

Some of the prevailing and the new color terms with their English equivalents are as follows : "bois de rose" (rosewood) ; "brun havane" (tobacco brown) ; "lie devin" (wine dregs); "bleu corbeau" (a deep raven's-wing blue); "turquoise verdie" (a green-toned turquoise); "rose saumonee" (salmon pink); "vert glauque" (sea green); "crevette" (the new shrimp color which in summer-weight cloth and in linen and tussor is especially fashionable); "taupe" (mole color); "aubergine" (egg-plant); "acajou" (mahogany); "Nattier blue" (a greyed Wedgwood blue, which takes its name from the blue in the paintings of Nattier); "vert chasseur" (hunter's green).

Terms which will be more and more seen in the next few months, unless some more popular ones occur to the fashion world, are : "sarrau"—meaning a long smock. This is the word applied by Parisians to the Egyptian blouse, which is descending rapidly into a regular skirt length. "Voilages de blouses" is the way in which merchants are labelling veilings for blouses or other waists. They include nets, chiffons, "panne mousseline" (a silk muslin having a napped surface), and similar goods. "Etoffes perlees" (beaded materials) are among the incoming novelties, and these include muslins, grenadines, "gazes" (gauzes), and satins. Brandebourgs are frogs, usually military, with or without loops. "Cabochon" is literally a nailhead ; but in commerce the word is applied to many mound-shaped ornaments. Brodee en camaeiu is the way in which the raised embroidery, half ecclesiastical, and which is put on in big squares as side or front panel ornament, is described. The pattern is raised like that of a cameo, hence its name. "Galons" are braids, pure and simple ; "crepe meteore" is woven like ordinary crepe, but pressed instead of crinkled.

The addition of the words "de soie" to dozens of familiar fabrics is possibly an unnecessarily cumbersome method of describing goods which in the English are much more easily recognized. A few of the applications of this term in more or less common use are : "cachemire de soie," which being interpreted, is silk cashmere ; "voile de soie" (silk veiling) ; "mousseline de soie" (silk muslin) ; "drap de soie" (silk cloth) ; "gaze de soie" (silk gauze); and so on through the entire range of de soies.

In addition to this vocabulary of color and material there is another equally confusing of forms. "Collante" is derived from a noun meaning glue, and a verb meaning to stick to. The "collante" gown clinging to the figure is then perfectly expressed by it, in French, and clinging is less explanatory in English. "Fourreau" means sheath (or scabbard).

"Laveuse" has been adopted in preference to blanchisseuse, but it means the same thing (washwoman), and is applied to the tuck-up overdresses which some are now wearing. "Tabliers" mean aprons. In lieu of the walking dress the shops are now all offering "trotteur" costumes. The words "trotteur" and "trotteuse" do not mean trotters, but pedestrians, walkers, pure and simple.

✠

Active Trade in Ribbons.

There are many demands on the ribbon supply at present and greater ones are sure to follow. The ribbon situation has brightened materially for not only are velvet ribbons greatly in evidence, but there are quantities of silk ribbon used as well. Taffeta, in highly glaced and changable effects lead, and there came endless varieties of corded effects and moire weaves. A novelty ribbon in a wide basket weave of silk and satin, is well liked in solid color, however. There is also a demand for colored backed black velvet ribbons, and, of course, the fad for cashmere design and coloring extends into the realm of ribbons.

Spring window by A. E. Rea & Co., Montreal. This window features Chantecler colors. An appropriate picture is included in the grouping.

No. 1 Model in Black and White; the handsome white bird, which is the only trimming, nearly covers the whole crown of the hat. For details of construction see page 19.

SUMMER STYLES

THERE is always a late trade which demands Something New for a warm weather hat. Our preparations include many attractive novelties for this trade. If distant from the market a letter order will place these lines before you. We suggest an order for some of our new Lingerie Trimmed Hats at prices from $5.00 to $10.00.

THE JOHN D. IVEY CO., LIMITED

WAREHOUSES–
TORONTO
MONTREAL
QUEBEC
BRANCHES–
WINNIPEG
OTTAWA

Dainty Models Seen in Summer Openings at Wholesale

The Vogue of Flowers, Ribbon, Lace, Lingerie and Straws Strikingly Illustrated in Examples Displayed by Houses in Montreal and Toronto — Ushering in the Second Stage of the Millinery Season.

The Smith-Runciman Co. Limited.

AMONG models shown by this Toronto firm, mention may be made of a draped turban of purple crin, simply trimmed with a cluster of loops of satin liberty ribbon a few shades lighter than the straw. A cluster of three pink shaded roses placed a little to the front holds down the folds of the pliant straw and balances the bow on the other side of the hat.

Another attractive turban model had a large mob crown of black crin, and a brim of several rows of coarse ramie braid. There was a band of wide black velvet ribbon around the crown, the ends finishing under a circular jet ornament, which also held in place a military plume of white marabout. This plume was really the feature of the hat and was placed stiffly upright.

A striking miss's hat was developed from a leghorn and white Chantilly lace. The shape was a graceful shepherdess with the wide brim raised so as to show the underbrim trimming of roses and ribbon on the left side. This brim was formed of shirred lace finished with a wide band of leghorn straw. The crown was draped with a liberty ribbon in soft pale blue, and trails of rambler roses were laid partly on the brim and mingled with the lace of the crown. There was just one stiffly pleated bow of the ribbon posed on the extreme edge of the brim and three pink roses decorated the raised underbrim.

A very smart hat had a slightly cloche brim of black tagel bent sharply back in front and held by a cluster of vivid blue forget-me-nots. The crown was entirely covered with immense puffs of white maline veiled with black, and at the side was placed a spray of buds, foliage and one large beauty rose that swayed with each movement when on the head. These large rose sprays are a novelty that promises to take the popular fancy when the Summer comes along.

The Chantecler hat is the latest out, and the model in this case was of black crin. The only trimming was a collar made of a gold bandeau edged with forest green velvet that passed around the crown and which served to hold up the smart roll of the brim in front. Stuck into this band was a handsome dyed pheasant plume. There are two large roses placed under the brim, one on each side.

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The D. McCall Co. Limited.

This firm was showing, besides the dainty models produced in their own workrooms, a number of Paris and New York hats. Undoubtedly the most striking ,of these was a cloche model with a high pot crown. The hat was slightly elongated from side to side and was of rough straw in a deep linen shade. The hat was completely veiled with lace and net, there being a full mob crown of black net, and falling over the brim a full box pleating of black Chantilly lace. The only trimming was a drape around the crown in a lovely shade of blue ancient, and the under brim was lined with silk of the same shade.

A particularly good model was somewhat on the Corday order. This hat was almost round, the crown being wholly of pink shaded roses veiled with champagne-colored Mechlin lace. The brim was of the same shade of maline, shirred onto wires, and falling over it was a deep flounce of knife-pleated Mechlin. Just a narrow line of black velvet finished with a small bow at the left side, and having at intervals small clusters of forget-me-nots and tiny pink and tan roses was the only trimming employed.

A very handsome and striking hat was a rolled sailor in mastic chip, the upper brim being covered with a trimming of faille silk in bright Empire green. This silk was closely pleated and was shirred over a heavy cord half-way up the pleating. There was a collar of green velvet set with dead white roses, a drape and bow of the velvet and more white roses arranged as a trimming on the underbrim.

Quantities of flowers are used on the new Summer models, and a Georgette hat of mastic tagel has the crown completely covered with mull roses in a richer and more decided pink than that seen earlier in the season.

A very smart street hat, a typical New York model, was a round Spanish turban of gold chip. Around the crown was placed a collar formed of a handsome bandeau of dull gold braids and passementerie laid on a background of black velvet. The rolling brim was faced with black velvet and a little to the side of the front was a Chantecler mount consisting of a pheasant's head and long tail feathers.

The smartest and most distinctive hat shown here was a Dreyfus model. This is a very flat rolled sailor shape of unfinished Leghorn in a deep pongee shade. The underbrim was faced with black velvet. There was a drape of velvet ribbon around the crown fastened with a cluster of taffeta roses in dull shades of green shading to black. Ties of moire ribbon were placed well towards the back.

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The John D. Ivey Co. Limited.

This firm had quite an extensive display of imported models and many of these produced in their own workroom, illustrating the latest and newest tendencies in the millinery world. For instance, a French pattern hat on sailor lines had a touch of brilliant color added by the use of turquoise satin ribbon. It is many seasons since this color has been in vogue, but the revival of brighter shades has brought it to the front. With the torquoise ribbon was used mixed flowers—purple pansies, pink June roses, and a novelty rose in clear rose reds.

A Virot hat of white tagel was draped with piece velvet in French blue in a kind of long bow that went across the front of the hat, and, passing round to the back, ended in a flat bow of two loops and ends. There was a clear red rose with yellow centre posed at the base of the crown and another rose and appropriate foliage was placed on the underbrim on the opposite side well to the back.

Potty little bonnets are worn and by no means all of these are designed for motor wear. One shown by this firm was of fine Milan straw, the edge finished with a puffing of black piece velvet and ties of wide satin-backed black velvet ribbon, were fastened on under

clusters of moss roses and pansies centred with one greyish blue taffeta rose.

Some very smart lingeries were shown, one of which was very new, both as to color and style. The crown was a mob made from a leghorn plaque, and the brim was of fine French linen batiste in the natural shade, embroidered in eyelet effect. The brim was slightly mushroom with a sharply turned-up edge of leghorn straw. Around the crown was a band of black satin headed with pipings of Empire green faille, and Chantecler red velvet. Right in front was placed a cockade of pleated red ribbon velvet backed by an Empire green ribbon, the ribbon about ¼-in. wider than the velvet and both pleated together. This rosette was centred by a large passementerie cabochon in antique gold set with a green stone, and with a drop to match.

Antique little lingerie bonnets are showing. These are made of pleated lace with bridals across the back.

John C. Green & Co. Limited.

Some very beautiful hats were on show here, and the appreciation of this fact was shown by the large sale of models during the day. A very large number of the hats were on the sailor order with the brim sharply turned up at the edge or in the newer drooping effect. The new idea of veiling a pressed straw with lace and net or lace and chiffon was the keynote of many of the models shown. A perfect example of this fashion was a large drooping sailor with the straw of the hat covered first with an old red chiffon printed in waving lines with prunelle roses in various shades. This was plainly and smoothly drawn over the whole shape and in turn the chiffon was veiled with Chantilly piece lace. Two magnificent black ospreys, finished with a head, were placed side by side on the crown of the hat the feathers sweeping to the back and the beautiful lines of this hat were not broken into by the addition of any other trimming.

Another hat of the same shape was faced with King's blue faille and had one large ostrich and osprey pompom of the same rich color posed on one side of the hat.

A white tagel pressed shape had a high sugar-loaf crown, and the slightly mushroom brim bent up both in front and at the back. The under-brim was faced with pink maline, and the sole trimming was a graceful bow of many loops made of heavy white faille ribbon with a fancy cord edge posed against the crown.

Quite a number of turbans in straw and maline and also with handsome osprey, pheasant and other mounts were shown, also a number of dainty lingerie hats. A feature of these hats was the use of turquoise and coral pink satin ribbons.

G. Goulding & Sons.

Quite an extensive display of Summer models was on view in the showrooms of this firm, the majority of which were in veiled effects—that is, the straw shapes were plainly and smoothly covered with crepe, shot metallic tissues, etc.

For instance, a Java straw was veiled with pale sky-blue crepe, the brim draped with a wide satin liberty ribbon tied at one side with a large flat bow of loops and ends in a ribbon exactly matching in shade. Quite a novel touch was given to this hat by a knife-pleated frill of blonde lace set with a cording on the extreme edge of the hat and hanging off the edge in flounce fashion.

Another model close by was of white tagel veiled with shot silver and mauve tissue. A wreath of lilac

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blooms was laid on the wide mushroom brim, the ends meeting under an immense clear pink rose. A silk lace pleated was used around the edge of the brim, put on in the same manner as into the hat above described, only in this case a drawing string about an inch down drew the lace in under the edge of the brim.

Pleated tulle and pleated satin ribbon was used to trim many hats, in short pleated laces and other fabrics are much in evidence on the new hats.

A hat that owes much of its character to this class of trimming was a rounded crown model with a slightly mushroom brim. The crown was of alternating rows of pleated blonde lace, and dead white fancy straw braid and the brim was of pleated white maline flouncing, edged with a pleated satin ribbon about 2½ inch wide, below which was a flounce af the straw braid.

The underbrim was faced with the pleated lace over a fluting of the black satin. A large crush rose in blush pink with natural sized foliage was posed at the base of the crown on one side, and to balance it a similar rose spray was placed on the extreme edge of the brim on the opposite side. A very smart lingerie had a full balloon crown of French linen batiste eyelet embroidery in pale pink. This was shirred to a circle of the linen which was piped with pink satin. A liberty ribbon was knotted in front under the linen and passing through a slash in the side of the crown, was fastened to the leghorn brim at the edge on each side, continuing in the form of strings. This brim had one piping outside and two on the under-brim of pink satin, as well as an immense bow of the ribbon. On the brim, a little to the side of the front, was a flower cluster of one lace rose and foliage, several made silk roses and gathered ribbon foliage and a double purple red poppy.

A new sailor shape in fine Milan trimmed solely with a large white double wing was much admired. Two of the new colors featured in this hat display were turquoise blue and clear rose pink. Several turbans were shown, and these and the large sailor models promise to lead among the Summer shapes.

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Debenhams (Canada) Limited.

Debenham's (Canada) Limited, Montreal, made active preparations for their special Summer millinery opening on the 18th of this month, and the stock in their warehouse is thoroughly replete with the latest novelties from the millinery markets of Europe. All the newest ideas are represented, and the stock of shapes, trimmings, and new trimmed models are shown in an immense variety.

The Chantecler vogue is strongly emphasized, and the trimming department is showing some of the new Chantecler trimmings. Those of the made-up heads with the neck feathers of real pheasant feathers, to be used in conjunction with golden pheasant quills, are particularly good sellers, and the great difficulty seems to be to keep any in stock. It is difficulty to secure sufficient at a time.

Huge pompoms, made of fibre, and dyed in all the fashionable shades are among the new trimmings for use on large hats. Wheat is particularly strong, and this house is showing a good range, as well as of other grains.

New shades are shown in chiffons and mousseline de soie as well as trimmings and flowers. Bleriot blue and the Chantecler and coquelicot reds are featured. Chiffons are exceptionally strong.

The trimmed models show the extent to which these various trimmings are used. Chantilly lace is featured, as well as the coarse fisherman's net. Tosca net is used with this.

In shapes, the new models show the return of the Charlotte Corday effects. These are large, and elaborately trimmed. Small motor hats and bonnets which are a revival of the hats worn during the Renaissance period are featured. These latter are rapidly coming into vogue, and the existing demand shows that though originally intended for motor wear, they will soon be popular for street wear as well. One pretty little motor hat was a small toque, having the crown made of a leghorn plaque, in natural color, with a bandeau of blue velvet, and a cabochon of blue wooden beads. Three short curved quills were fastened at the side. The Marquis shape still holds its place, and for children the Marie Antoinette hats are shown. Very large hats, for dressy wear have lost none of their popularity, and a good showing is made, both in trimmed models and untrimmed shapes for Summer.

Black Silk Javanese Net, Reproduced Half Scale.—Shown by Debenhams (Canada), Ltd., Montreal.

Hand painted hats are among the latest novelties shown by Debenham's (Canada) Limited. Those already received are in the form of toques, of very lightweight white chip, the colors being applied by hand. Three colors are used, applied with a brush one over the other. Very little of the color is used, which allows the colors underneath to show, producing the popular shot effect. Already these have sold actively, apparently meeting the fancy of the trade for something dainty and out of the ordinary.

Streamers are featured on many of the new hats, and this, in addition to the many hats trimmed with large quantities of ribbons shows that ribbon has come into favor for millinery purposes to a marked degree. The shot effects in taffetas, and black velvet ribbons are strong. Velvet ribbon in the new blue, and the Chantecler red are in high favor.

Models showing three distinct shapes and styles of trimming.

Shown by the D. McCall Company, Ltd., Toronto.

Increasing Vogue of Aigrettes and Fancy Mounts

Large and Medium Sized Shapes are Worn—Rich Variety of Trimmings—Toques of Rough Straw for Street Wear—Chantecler Effects—Ribbon Trimmings in Demand—Crepe Flowers Blended With Feathers.

JUDGING from the opening displays, milliners should have little difficulty in the selection of becoming millinery for their customers, for never was there a larger collection of shapes shown than this year. Both the large and the medium-sized shapes are worn and trimmings are almost as varied as the shapes. There are many Winter seasons when less velvet has been used than during the present Spring, for the majority of the hats shown are either faced or widely banded with that material. Black velvet is most in evidence, but there is considerable use made of colors. Hat facings are also carried out in other fabrics in supple satin, peau de soie, taffeta, and, lastly, in printed silks, chiefly in Persian patterns.

Among the hats most worn for the early Spring days is the toque of rough straw. These toques sit well on the head and their outline forms a most becoming frame to the face. These are for street wear and are very simply trimmed. For smarter wear, toques of straw tissue, horse-hair braid, or tagel, as well as chic Spring-like toques of flowers and tulle are seen.

Influence of Chantecler.

Anything with a bird's head upon it is dubbed chantecler, and a fair number of black horse-hair toques are adorned with a large white coque, or there is a band of chantecler red velvet around the brim, and a mount with the head in cases the crest and wat- Spanish coque. In all tles are formed of red velvet or clipped scarlet feathers. It must be confessed that these chantecler hats have not, so far, been successful in catching the popular fancy, the preference being given to floral and ribbon trimmings. Nor is this to be wondered at, as the floral effects provided this season are exceptionally beautiful.

Stylish spring model—Shown by the Smith-Runciman Company, Limited, Toronto.

Charming little toques are seen with a cap crown in coarse straw and the deep border of softly-tinted roses, or the crown will be fashioned from loops of tulle, generally of two shades. Thus, a toque of silver net was veiled with black tulle, and in another case the pink tulle was veiled with grey. Blue and black is a very favorite combination and draped toques with a tagel hood in deep shades of French blue, with irridescent birds' heads with a portion of plumage attached, are very smart. Toreador turbans and flower-pot shapes are included in the new styles.

Large hats are just as varied in outline, and though this is true of the brim, it can hardly be so applied to the crown. Crowns, as a rule, are large, but are not eccentric. The head-size is large but they are neither unduly high, nor varied in outline. Designers have concentrated their efforts in the production of varied brims. There is the complicated irregular brim that turns up sharply on one side, and flares on the other, or that turns up in front and down at the back, or turns up front and back, Napoleon fashion; then there are the new sailor shapes with the brims all showing the upward flare.

Large Hats Becoming.

Taking them all-in-all these large hats are very graceful and becoming in outline. These picturesque shapes are the result of much time and labor on the part of Parisian designers, who have searched through the European picture galleries for the inspiration that has gone into the fashioning of these shapes. Every detail of these hats and their trimmings have been studied out with great care, and their adaptability to various styles of face calculated, as well as the sweep of aigrettes and plumes, and the effect of the fluffy loops and masses of lace or tulle. Beautiful transparent crepe flowers are blended in with the feathers and tulle, and the fashionable leghorns are heaped with roses and foliage that appear as though it had been fresh cut from the bush. Occasionally also flowers are seen, made from lace, ribbon, or passementerie.

Dress hats are trimmed with ostrich plumes, fringes, ruches and rosettes, many of which are in shaded and two-tone effects, and to Rostand's now celebrated play is due the increasing vogue of aigrettes of coque mounts of pheasant feathers, feathered bandeaux, Bersaglion tufts, and the long plumes of the golden pheasant.

Ribbons in Favor.

Ribbon trimmings are much more the vogue than the early season gave promise of. Velvet ribbons have been extensively used and moire and glace taffetas are in vogue, and there has been extensive use made of plain taffeta ribbons. Particularly for trimming children's millinery, liberty and duchess ribbons are used, and there is a decided feeling for fancy ribbons. Persian printed effects both in siks and in ribbons are coming into extensive favor.

Though the blonde, burnt and gold shades are very strong, it can hardly be said that, as yet, any one color has attained a great pre-eminence. French blue and chantecler, that is, the vivid red of the rooster's combs, are prominent colors, and the vogue of this blue is extending to other dark blues on the same order. In the paler

shades, China blue, Delft blue and the new grey blues are selling. Rosewood and faded rose shades, as well as the dull amethyst shades are still much in evidence. Linden greens, artichoke, resedas, etc., are the leading green. Metallic nets and tissues are very much in evidence.

How Straw Shapes are Made.

The pretty Summer straw hat shapes which play so strong a part in the season's millinery fashions, make work for more people than the milliner before it finally issues forth as an example of prevailing vogue in headwear. Materials used in their production have to travel far and pass through many processes. Not all the braids are of straw. Different fibres, such as ramie, are used for some braids, while others are made of wood shavings and wood fibre.

The desire to give its readers some information concerning the primary construction of straws, made a recent visit to the hat manufactury of Robert Crean & Co., Toronto, an occasion of interest to The Review.

Although the hats are sewn into shape and blocked and finished here the braids have to be imported. Nor is the making of these braids an industry that is at all likely to take root and flourish in the Dominion.

Straw braids can only be made where there is a large supply of cheap peasant labor. The countries producing the greatest bulk and variety in braids are Italy, China, Japan and some of the Swiss cantons. The making of straw plait is a big industry and is taken up in the intervals of time left from other employments. The chief business of these people is the tilling of the soil, but when the rush season is over they eke out a living by using their nimble fingers in making straw plait. The women keep the work by them to fill in their leisure moments, and the children are early initiated into the processes. They thus contribute to the up-keep of the home.

The making up of this imported plait or braid into hat shapes is becoming a flourishing Canadian industry. One of the first factories to be established was that of Robert Crean & Co., which produces straws both for ladies' and men's wear.

After the straw is received, if it is wanted for a white hat the first process is to bleach it, but if a colored hat is to be made, it goes to the dyeing-room to be dyed the requisite shade. This dyeing-room is in the basement of the factory, and here also is located the apparatus for bleaching the straw, chemicals now being employed instead of the old fashioned method in which large quantities of sulphur were used.

The straw to be dyed is put into large vats or tubs, and the air of the place is heavy with the steam of boiling dye and with the chemicals used. After dyeing, the braid is taken into a heated room to be dried, and is to be seen there hanging in orderly bundles of many colors.

The sewing together of row upon row of braid that forms the hat shape is done by girls on a special make of sewing machine, and here the work proceeds with almost incredible rapidity, continuous application making the girls adepts at the work. Every few minutes the embryo hat has to be taken out of the machine and fitted onto the block to gauge properly the shape that is being made. These blocks used all to be of heavy metal or plaster, but now wood blocks which are much easier to handle are being used.

One of the most important operations in the making of the blocks is that they must fit into each other to the exact fraction of an inch. Sizing to give the proper degree of stiffness to the straw is another process that calls for a special degree of skill. Some kinds of straws are ironed or pressed into shape with the ordinary irons for household use, but as a rule hydraulic pressure is used, the hat being placed upon an under block that exactly fits into the upper one which is pressed down upon it, with the straw shape between. In finishing men's hats a machine is used that takes away the sharp edge finish and gives it one that is perfectly smooth.

One of the season's new lingerie models, with bandeau of foliage and buds.

A striking turban model, shown by the Smith-Runciman Co., Ltd., Toronto.

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Featuring Hair Goods.

Manufacturers of switches and puffs are in despair over the condition of the hair market at the present. The enormous demand for false hair has resulted in the prices going up by leaps and bounds. The price of human hair has more than doubled in a very short time, and still it keeps rising. Even at the higher prices it is difficult to procure.

At the present time, with the turban style in evidence, and the necessity for hair switches, these must receive careful attention. Perhaps a gross of switches might be bought in assorted colors. Manufacturers make up assorted packages, which would be most helpful to the merchant. These contain switches of assorted shades and lengths. Racks should be provided for these so that they may be easily shown and kept in good condition, without matting or tangling.

Then there should be a certain amount of curls or puffs. These also should be well-assorted, but it would not be necessary for a store to stock many of each kind to begin with. After a very short time, it would be easy to determine the best sellers, and to keep these in stock.

Hair pads must be considered. At present the turban pad is a good seller, and these should be included. It would not be well to go into these too heavily, as the turban coiffure has been more or less of a fad, and owing to the fact that it has become common, and has been taken up by people who arrange it very badly, or to whom it is not becoming, that it may not be kept up very long by the better class of trade. The ordinary pompadour rolls or pads must be provided for the department. Either the single lengths or the continuous rolls to be cut off any length desired are satisfactory, and it is not a bad idea to show both.

Hair nets are a necessity for the present coiffures, in order to hold the artificial hair in place. For the ordinary hair goods department in a dry goods store, the silk

Cut illustrating use of new hair ornaments, which are held in place by spiral fasteners – Shown by J. Palmer & Son, Limited, Montreal.

nets are found to be good sellers, though many prefer the real hair nets. These nets usually come in individual envelopes, and may be conveniently shown in racks, similar to those used for showing postcards. This rack will stand on the counter and will not occupy much space.

Maline Turban, shown by the John D. Ivey Co., Limited, Toronto

Millinery Window Display as an Effective Selling Aid

Goods Lend Themselves to Very Attractive Groupings — A Help in Recruiting Customers From the Outside — Description of Practical Pedestal and Background Plan — Frequent Variety a Feature.

THERE is no question about the fact of a pretty and individual window display being a good trade bringer. Window trimming is an art that has been strongly cultivated and the buying public is being extensively educated to look for attractive windows. There is no reason why the milliners should lag behind as they have a line that is second to none for display purposes. Women are deeply interested in millinery, and there is always something new to feature, also the goods shown are beautiful in themselves. Rich velvets, delicate laces, and the counterfeits of all the flowers that grow not only in natural shades, but in all the hues of the rainbow, give the milliner the best of material to work upon in the making of unique, harmonious and charming window displays.

Avoid the Rut.

Too many milliners do not realize their advantages; they have run into the rut in the matter of display and do not see any reason why they should take any trouble in this direction. They have their clientele and make and sell them the millinery they require. But no store can do business successfully for any length of time if the crop of customers is not recruited from outside. Family changes take place, customers move away, etc., and for the business to keep running others must be attracted to take their place.

Even when a milliner has a well established trade, there is always competition to be met. A new store will be establisned in the neighborhood and the new comer will be using every effort to attract attention and trade to her store. If the other's windows are planned in an up-to-date fashion there is one loop-hole the less through which the competitor can work.

Millinery store windows as a rule are small and, at first sight, do not seem to admit of much enterprise, but this is really not so, for there are stores with only the smallest windows that fully contrive to make a most distinctive display.

Treatment of Small Windows,

One of these that came under the notice of The Review is fully described as a help to the milliner that has ambitions in this direction. The window in question is 10 or 11 feet wide and about 7 feet deep, and to give a proper entrance the window space slants inward from the door, making the width of the window about 8 or 9 feet at the street line. Like the majority of windows of this class this window is not enclosed, and it is in the management of the background that the proprietor has made the first and most striking departure from the usual run of millinery windows.

Background Easily Constructed.

The background is very simple and is one that any ordinary carpenter can easily put in. It is made up of paneling formed of ordinary planed boards topped by a plate rail such as is sold by any decorator, and the spaces are filled in with light wood frames with some decorative fabric stretched tightly over them and fastened into the openings. Narrow gilt molding or beading is run around these panels.

In the window in question the wood-work and panels are tinted with alabastine or some such material. This tinting is usually altered each season, and makes a total change in the window setting. This Spring, the color chosen is a very pale greenish tan, and the floor covering, and the covering of some of the fittings is of rich old gold silk plush. This combination has resulted in windows that always arrest the attention of all passersby.

Not more than five, or at most six hats are shown at a time, and when the models are striking dress hats, only two or three are put in the window. Pretty accessories are used, such as basket-ware vases or flower-holders, fancy baskets, etc. This year these affairs are finished in the fashionable antique gold. The stands used in this window all match and are of massive design in satin finished brass.

Pedestals to Give Variety.

Another effective accessory is a raised step or platform covered plainly and smoothly with the old gold plush. Pedestals are used to give variety. These are fashioned from the rollers that come in crepes and other fancy fabrics, and are finished top and bottom with squares of wood covered with the same plush as the window. There are three pieces of wood at the bottom which is, in all probability, weighted to make it stand firm, and there are two at the top. The roller is also covered plainly and smoothly with the plush.

As recently dressed, five hats were used in the window. The platform was placed a little on the slant at about 2 ft. from the back of the window. Behind, in the corner, was a high basket vase filled with American beauty roses—the long stemmed variety, with plenty of buds and foliage. On the platform is placed another vase, but lower and more squatty, filled with all colors of wistaria blooms, and green foliage, and beside it is a plush-covered pedestal on which is placed a low millinery stand bearing a beautiful hat. At the end of the platform on the floor of the window is a high brass stand with another choice model and there is another stand and hat on the lower step of the platform, and two more of different heights placed in front of the platform. There is a handsome shaded net scarf draped decoratively on the platform and bunches of flowers are sparingly used.

Displays Varied.

The display in this window is varied from day to day. Some days will see a one-color display, others one of tailored street hats and, on other occasions, distinctive dress hats will be shown. Misses' and children's head-gear are also on show and an attractive display was one devoted to motor bonnets.

Another millinery window that is different from the ordinary run, has neither background nor hangings of any description, but is just a raised platform above the floor of the store.

This platform is covered with a soft green carpet and only a bank of bay trees, palms and ferns screen it from the store. Of course here all trying on is done in small fitting rooms that open off from the main part of the store.

Gates Ajar for Easter Trim.

A unique idea in Easter window trim was carried out by Greg. McKerracher for J. D. Miller, Kincardine. The window represented the "Gates Ajar," the background consisting of two large pillars covered with white silk and artistically covered with roses, daisies, apple blossoms and green foliage. Hung to the pillars were two golden gates ajar. Immediately in front of the gates was a cross covered with white puffed silk, the outer edges being trimmed with white lilacs and forget-me-nots. Standing to the right of the cross was a handsomely dressed life-size doll. The ground work was puffed white silk. Being a millinery window only three

Gates Ajar Millinery Window by Greg. McKerracher for J. D. Miller, Kincardine

hats were shown conspicuously, and by their style merit, at once attracted attention, but were not so placed as to obtrude upon the decorative scheme.

At night the window was lighted by fifteen specially-arranged electric lights, besides a three-light chandelier from above.

The Color Tendency.

There is a decided change visible in the new color scheme in millinery lines. Though the soft art shades are still much in evidence, the new colorings introduced since the season opened are of a much more brilliant tone. The new Paris colors for the early season have been the brilliant reds, king's blue, emerald green and orange. The red shades are not so confidently put forward for the Summer season, but have not as yet died down. King's blue, and emerald green are certainly leading shades, and turpuoise blue, coral and clear rose pinks are the new colors put forth at the Summer openings.

Milliners are using a great deal of velvet ribbon, particularly in the new reds, blues and black. Soft taffetas are also used for millinery trimmings, and there is a tendency towards the increased use of ribbons of all kinds in millinery.

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TORONTO, ONTARIO

No. 2—Black Net Model with straw braid edge, trimming of paradise mount. For details of construction see page 19.

How to Shape, Drape and Trim Modern Millinery

Chantecler Model Consisting of Entire Bird Mount on Small Cap-like Wire Frame—Black and White Hat With Crown Almost Covered by Bird Mount—Net Model With Straw Braid Edge.

Cuts of millinery models described in the following article are shown on pages 6, 18, 22 and 26.

THE cover cut for this month illustrates the much talked of Chantecler model. The whole bird mount is mounted on a small cap-like wire frame made to fit the head. The frame is covered with muslin and bound with velvet.

* * *

No. 1.—This is a very pretty model in black and white, the shape being a very large white chip hat, faced in three inches with a black velvet bias band which is sewn in with a wire on each edge, and showing a little of the edge of the white brim. The brim is caught back at the left side front, the handsome white bird being the only trimming, which nearly covers the whole crown of the hat. A small twisted cord of black velvet finishes the base of the crown. Five-eighths yard of velvet is required in the construction of this model.

* * *

No. 2.—A large black net model, with straw braid edge, and trimming of handsome paradise mount. The measurements for this frame are as follows: Head-size, eighteen and one-half inches; front wire, seven and one-half inches; back, seven and one-half inches; side wires, eight and one-half inches; outside wire, sixty inches; base of crown, thirty-two inches; height, four inches; diameter of top, ten inches.

In making this frame place a wire two inches in from the outside wire, all round the brim, this two-inch rim is the only part of the brim covered, and is covered with chiffon. The remaining round wires on the frame, are those used to run in the shirred net brim. Take one-half the width of the net, four yards long, run two casings two and one-half inches apart, the first being two and one-half inches from the edge, large enough to take a fine silk wire. Sew the edge of the net to the chiffon-covered edge of the brim, having the fullness quite even all round, and making the join in the back. Draw up the net on the wires to fit the frame, also drawing up the threads. Tie the wires to the supports of the brim as you would in making a wire frame.

The edge of the brim is finished with a fine hair braid sewn plain.

The crown frame is covered with chiffon and fastened firmly to the brim wires.

The net is "crushed" over the crown, round which is placed a fancy bandeau in which the royal blue shade predominates. The hat is trimmed directly in front with a handsome paradise mount with the bird's head.

Eight yards braid will be required for the edge of the brim, with four yards of net, thirty-six inches wide, and the bandeau for the construction of the rest of the stylish model.

* * *

No. 3.—This is a black poke bonnet, made in black shirred lace, with brim edge of tagel braid. The trimmings are the black paradise mount and pink roses. The measurements of the frame are: head size, twenty-four inches and bent into bonnet shape; back wires, seven and one-half inches; front wire, six and one-half inches; sides, six inches; outside wire, fiffty-six inches; base of crown, thirty inches; height of crown, four inches; diameter of the top, seven and one-half inches.

This frame is also partly constructed by the round wires which are run in the lace; the second wire being placed on the brim two inches in from the edge—being the width of the tagel braid edge. To make the brim, take a piece of lace three yards long and nine inches wide, two inches in from the edge run a casing for a fine silk wire, sew the edge of the lace to the edge of the brim, making the fullness even, and draw the lace up on the wire to fit the frame, fastening the wire to the supporting frame wires, and sew the fullness in to fit the head size.

The crown is constructed in the same way using a strip of lace, one and three-quarter yards long and nine inches wide. The casings run in to fit the crown, and the fullness drawn to the centre.

The paradise mount is sewn to the left side back of the crown, and falls over the brim at the back. The spray of pink roses trimming the right side back of the brim.

Four and three-quarter yards of lace with the tagel braid edge will be required for the construction of this model.

* * *

No. 4.—Is a handsome black and tuscan model of simple design, with fancy osprey mount. The facing and crown of this rolled tuscan sailor are covered plain with fancy black veiling, a thick cord of black velvet finishes the base of the crown. The brim is caught into the crown at the left side back and finished with a fancy black osprey mount. Two yards of veiling will be required to cover the hat.

Glove Prices Soaring.

Higher prices rule in the glove world. Prices of leather have been steadily advancing until reports state that it has reached the high figure which was in effect in the height of the long glove craze. So far it is not possible to see where this advance will end.

The cost of the leather is not the only thing to be considered in the price of the made up glove. Skilled labor is more highly paid now than ever before, and even in view of this it is not easy for glove manufacturers to get employes. The labor problem, as it confronts European glove manufacturers, is a grave one, and will have a tendency to retard deliveries.

To all appearance the retailer who places his orders early will get the best of the bargain. He will be more sure of his goods when he wants them, and will not run the risk of having to buy at still further advanced prices. It does not seem at all probable that leather will recede from its present high price level, as it has been gradually increasing for some time, and is not a sudden result of speculation or combinations.

Reports from travelers who are on the road with Fall samples are encouraging. There is a good variety of heavy gloves being shown for Fall, and business should be good in these, though first reports were to the effect that orders were not heavy, as, owing to the mild weather of the past winter, retailers still held a fair amount of their stock of heavy gloves.

The Summer fabric glove trade has not opened up yet but it is anticipated that the season will be a good one at retail. Prices are in favor of active selling, and the new goods are very attractive.

Don't Show Banded Sailors Too Soon.

There are some indications that the banded sailor will form a factor in Summer selling. Some of the large departmental stores are showing sailors in colored straws. These hats are of extra large size with large round crowns and drooping mushroom brims or the wide brims roll in French sailor fashion. Outing sailors are also shown in mannish shapes and straws, the only difference being that brims are wider when for women's wear.

There is little need to caution the trade as to the careful handling of the banded sailor hat, for every milliner almost has had her unpleasant experience with it.

Too early showing always produces the same results. As this shape requires no trimming there is no profit to be made out of of it beyond the profit that is marked on the hat. But this is not the worst feature, for, when the sailor is extensively worn, there is no outlet for the milliner's stock of trimmings and they are left on her hands a dead loss at the end of the season. This loss invariably more than counterbalances the profit made from the sale of the sailors. The milliner may have had a busy season and sold a large quantity of hats, and yet she will have nothing to show for her season's work.

Judiciously handled and introduced at the right moment, there is good money in banded sailors. The banded sailor is strictly an outing hat and when a good harvest has been reaped on dress shapes, the gleaning on banded sailors ought to come in. Luckily the straw factories both here and abroad are working to their full capacity, and therefore it would be impossible to get orders filled at an early date for these hats. This will control the situation to some extent and if milliners will only be careful to see that the regular Summer business has been done before the sailor is introduced to popular notice, a very nice-sized slice of extra profit, and a prolonged season may be obtained out of the sailor hat.

The Summer Lingerie.

The new lingerie hats are putting in an appearance, but few women would attempt to put some of the fashionable models for 1910 through the tubbing process and expect to have a wearable hat. The name this year is given to any hat that has a washing fabric or lace used in its composition, and further, very few lingerie hats this year are white.

Eyelet allover embroidery in the natural linen shades and in all the new colors is much in evidence. The majority of shapes are on the rolled sailor order with a modified mob crown. A hat of this class had the inner part of the brim, which was slightly mushroom, of pongee colored linen with a very open-worked pattern. The turned up part of the brim was of natural finished leghorn, and the modified mob crown was formed of a plaque of the same straw. For trimming, there was a band of black satin, edged with a piping of Empire green, and another of Chantecler red. In front was placed a large Oriental antique gold green-jewelled cabochon with a drop to centre a large rosette of pleated Chantecler red velvet, backed with a slightly wider faille ribbon in Empire green and both quilled up together.

Another lingerie was of French blue eyelet embroidered linen. The crown and the inner part of the brim was of the linen and the turned-up brim was of black satin. This hat was trimmed with a black satin ribbon rosette, and a large jewelled cabochon much in the same style as the one previously described.

Many of the Summer lingeries are in the form of

Beehive wire shape covered with fine rows of pleated chiffon, brim sharply turned up and covered with black crinoline, white heron aigrette. Shown by Debenhams (Canada) Limited, Montreal

Bicorne shape of fine bleach chip straw, trimmed with white ostrich, plated marabout mount and jet cabochon with pendant. Shown by Debenhams (Canada) Limited, Montreal

little bonnets. These are made of pleated net laces in ecru shade, and are trimmed with flowers and the ribbons used are in vivid greens, reds and blues.

A large hat of white tagel on the sailor order had, as trimming, a collar formed of embroidered linen with a crochet lace edge, and through this edge was threaded a vivid line of orange velvet ribbon.

New Styles in Neckwear.

The latest of the Spring models in both suits and gowns, shown the influence of the Trianon period in the absece of neckband, and the prescence of turndown lace collars, and collars of pleated lawn and lace. The neckwear manufacturer has been quick indeed to turn this fashion to his advantage, and though pretty in itself, and therefore likely to take the popular fancy, he has made doubly sure by marrying the name of the hero of Rostand's much talked of play, "Chantecler," to the new collar, because the straight recurring lines of pleats bear a fanciful resemblance to the folded lines of "Chantecler's" wing.

These collarless gowns only made their appearances at the Paris showing of Spring and Summer modes late in February, and it is just about 10 days or so since they appeared on the counters of the New York stores, and in three or four days after that, the first range of these collars was put on the road by one Canadian firm. Very little time was lost by other houses, and The Review is able to show in its pages the version, which two firms are giving of the new "chantecler" effects.

To go with the chantecler collar is shown the chantecler bow, and here the derivation from the folded wing is very clear. One particularly pretty effect is made from plan taffeta, each pleat laid behind the other, and giving the pointed wing shape. An extra "Rostand" touch is given to this bow, by the introduction of a pleated end of Paisley pattern-printed silk, which gives the mingled color of the plumage of the pheasant.

That the pleated collar idea is developing is shown by a Callot costume, noted at Wanamaker's opening held last week. This costume had a coat of violet silk, worn over a gown of printed chiffon in Persian pattern. The collar was a pleated one, but instead of being round, followed the lines of the V-shaped opening of the coat. It was of sheer embrodered lawn and Valenciennes lace, and was about 4 inches wide at the back and graduated to nothing on the bust in front. It looks also as though lace and lawn pleatings were to be used for sleeve trimmings, cuffs, etc., as many imported gowns show this manner of finish. In New York, pleated frills of plain net or lace are showing for this purpose.

The turndown collar has been much accentuated, and in many models it develops into either a cape or sailor-collar effect at the back.

Dutch collar styles are numerous, and many fanciful pointed, and sectional trimmed models are shown.

The jabot demand has struck Canada, and there is a constant call for jabots, that keep the factories hustling to set out the supply. Side frills, and pleated effects, square cut lace trimmed jabots, jabots of imitation crochet, embroidered lawn jabots, rabats, etc., are all selling. Some rather odd effects in pleated lawn, with the edges buttonholed in color are shown. One of these had two pleated ends that passed from the right to the left, and two straight pleated ends below.

Tailored stocks, and stocks of net or lawn shown with jabots attached are selling.

Dyers to the Dry Goods and Millinery Trades—

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Perhaps there is no work we do that gives more complete satisfaction than that of redyeing fine feathers and plumes that have become shop stained, soiled or mussed.

The department in our large works devoted to this particular service is under direction of workpeople specially trained in the handling of fine plumes, enabling us to give really an artistic touch to all work leaving our hands.

It means much to the trade that their stock in these lines may always be kept in good salable condition.

Other lines that find a place on the shelves and counters of the trade, and that have become unsalable because soiled or off color will undergo quick transformation if sent to these works.

Write us for any needed particulars—over thirty years in the business.

R. Parker & Co.
Dyers and Finishers
TORONTO :: :: CAN.

No. 3—Black Poke Bonnet, in Black Shirred Lace, with brim edge of Tagel Braid, and trimmings of Black Paradise Mount and Pink Roses. For details of construction see page 19.

Habit of Returning Goods is Unreasonable, Say, Dealers

Great Many Retailers Who Think That all Goods are Shipped to Them Practically on Approval—Goods Returned Mean Loss to Supplier—Black List Used in Some Markets.

ONE of the nuisances complained of by wholesale importers of millinery goods is the refusal of many retailers to accept goods after they are ordered, returning part, making claims for shortages, and perhaps held in the warehouse for some time to suit the convenience of the buyers. This is extremely annoying, but in most cases is met with the best grace possible on the part of the wholesaler. The degree to which this annoyance attains, varies according to the prosperity of the season. When trade is bad the nuisance assumes greater proportions, and vice versa. The general trade activity of this present season is in favor of a better state of affairs.

Wholesalers express the opinion that the only way to deal with the unreasonable phases of the problem is by unanimous agreement to cut out cancellation. In some cases, after buying a large quantity of goods. A merchant will return them claiming that he has discovered they are unsuitable for his trade, that he has overbought, that his buyer overstepped his or her latitude, or made a mistake ; and, in some instances, no reason is given at all and the goods are simply refused and loaded back upon the wholesaler.

In the following letter, a wholesaler discusses some of the phases of the problem and urges co-operation :

"The habit of returning goods is confined largely to the retail trade. Wholesalers find it practically impossible, once they have ordered an article, to refuse delivery. As a rule manufacturers make goods which are up to sample and while parcels may not always open up satisfactorily still the fact that the maker has done his best to fill the order is taken into consideration and if a maker has a good reputation, even although some goods might at times be below standard and be returned to him, the average on all shipments is taken into consideration and the wholesaler, together with the larger retailers, generally accept deliveries without question.

"On the other hand there are a great many merchants throughout Canada who appear to have an idea that all goods are shipped them practically on approval and that if after examining them they find they are not wanted they are quite within their rights in returning them to the wholesaler, very often at the wholesaler's expense. Goods are sometimes returned without any explanation, but as a rule there is a reason given.

"Not only is the wholesaler expected to take goods back because the buyer claims that they are not according to sample or were not ordered, but sometimes the retailer states that he has overbought, in some cases from an outside import house to whom he cannot return goods, and in order to right himself, asks Canadian wholesalers to accept back their goods, thus giving the import house an unfair advantage at the expense of the Canadian house.

"Goods returned mean a loss for the wholesaler. This does not necessarily mean that the goods are not desirable and cannot be sold by the retailer at a profit. As a rule, however, goods returned are often lines that have been sold out and have to be passed into the wholesale stock as remnants. Furthermore, owing to careless handling and bad packing by the retailer when goods are returned they are often soiled and not salable at full price.

"In looking through the accounts of any wholesale house it will be found that a great many practically never return goods or make claims for shortages or reductions in price. Others will appear to be chronic returners and these should be treated as such and a cure found. The habit of returning goods is unfair, unprofitable and unnecessary. Once the goods are purchased they are the property of the purchaser and should be treated as such.

"In some markets wholesalers have what is known as a black list and merchants who are in the habit of returning goods are reported throughout the trade to other suppliers who are thereby placed on their guard and are particular not to receive goods back from such an account without making it plain that the practice has to be discontinued. While this may not be desirable in this market, still all should give close attention to this matter, and co-operate towards a solution of the problem."

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Large Designs in Veilings.

Large designs are the vogue in face veils, and veilings with large hexagonal patterns are much worn in Paris. Indeed some of the new meshes are so bold as to positively disfigure the face. It is only the few that will accept veilings of this class, and there are any number of the popular hexagonal designs in neat and attractive patterns. There is some attempt being made to bring chenille dots again into favor, but for this market, at least, they are not much of a factor. Craquelle and the irregular or mystery meshes are decidedly popular. The chantecler pattern is shown, but while many merchants may buy a small quantity for show purposes, there is little likelihood of this pattern being freely worn. The maple leaf is being shown in this class of veiling, and is meeting with fair success.

The Russian veilings in the medium and the smaller effects are still excellent sellers, women are fully alive to the merits of this veiling, and it bids fair to be a staple for some time to come. There has been a fair call for complexion veils, that is for the double veil, one thickness of which is formed of a transparent white or pink tulle.

From Paris comes the news that lace veils are to be worn and that it is possible that drape veils may see a revival. White veils of Chantilly and of embroidered Brussels net are also talked of for Summer selling. Shot chiffons are the latest for auto wear, and their vogue at the proper season promises to be considerable.

✝

Manufacturers of lingerie dresses have made good use of embroideries in the new season's dresses, and most elaborate dresses are shown composed almost entirely of embroidery and lace insertions. These dresses are very dainty and not too expensive.

Embroidered robes are doing well. Displays already made by retail stores have met with a good reception, and the new designs which are unusually attractive have met with approval. Some of these robes have motifs of lace or some colored material set into the pattern.

Imitations of Maderia, and eyelet embroideries are continuing strong, in fact, seem to be growing in popularity. This class of work makes more showy garments than the blind embroidery.

Modern Costume Embodies Hints From Classic Gown

How Recent Styles Have Been Evolved in Paris — Youthfulness a Dominant Note — Blouses of Foulard or Piped Ninon are the Latest - In the New Coiffure, Curls are Piled High on the Crown of the Head.

Staff Correspondence.

Paris, France, March 31.

THESE are the days when fashion reveals her cherished secrets, and novelties and new ideas are coming thick and fast. The Rue de la Paix is crowded, and motor cars are seen at all hours of the day before the doors of the popular milliners and dressmakers.

Youthfulness is the dominant note in the new modes, and the simple little gowns with their short skirts and slim lines are positively childlike. The same effect is carried still further by the little flat lace collar and the paletots with the low belt arrangements.

How fashion changes come about is more or less of a mystery to the majority of people, but the explanation given by one of the big costumers is illuminating. "The firm," he says, "which succeeds in establishing a fashion that the whole world will follow and adopt for a season has indeed performed a difficult task, but methods have changed in the past few years. Six or seven years ago, our clients demanded the robe de style modified and modernized according to the materials in vogue. One year was launched the Louis XV. and later the Louis XVI., and the following season the Directoire and so on, each historical period being reproduced as correctly as possible. Tnen we introduced the amalgamated style with equal success. Finally, we realized that everything Parisian was passing through a period of evolution, and now our sole aim is to be modern. Therefore, we take a hint from the classical gowns of the past—just a hint mind you—and we create from this the new mode. For instance, most of the gowns of today are clinging and short. We widen the skirt ever so slightly, shorten the sleeves and lower the waist line, and give a modern version of a delightful Empire gown with an intensely modern note of trimming and embroidery."

Paris Model Tailored Suit in black and white check, with long revers faced with white and vest to match. Note the belt effect over the vest.

Gown of Almond Green Cashmere, the skirt gathered into a braided band with short bolero.

To sustain and illustrate this contention a gown of Madeira work and heavy embroidery was shown. The Madeira work was executed upon sheer white linen over a foundation of the palest coral pink and the wide band of heavy work at the hem was copied from designs of the time of Josephine. There was a touch of black tulle around the neck, down the front of the bodice and around the elbows, and the wide waist-band was of the coral pink silk. These wide waist bands are highly popular and, as a rule, fasten at the back with a flat sunflower cockade of pleated silk.

Irish crochet is used instead of the embroidery on some gowns, and this lace is also fashioned into delightful gowns, and bodices veiled with silk muslin. The muslin appears as a tunic falling either in straight lines or draped to suit the figure of the wearer. Though some dressmakers are recommending pastel tints for these tunics, the effect is certainly better when a decided color is chosen. Smoke-grey, fawn, ibis-pink, violet and Empire green are some of the colors that are used to best advantage for these tunics.

Charming Frocks.

Foulard frocks promise to be most charming with their peasant waists, and short skirts. Many of these gowns are made with the skirt in two parts, the upper gathered just a little, but weighted and controlled by the lower part which will not do much more than fit around the figure. Patterned ninons, voiles and crepes will be made up with the lower part of satin or cloth.

Throughout all the fashion changes of recent years, the blouse has been always worn, though of course it has had its ups and downs and been alternately frowned upon or made much of by Dame Fashion. This year a new version of the blouse has appeared which bids fair to be an immensely important item. This is a new version of the kimona blouse of a few years back, and which in its modified form is known as the Russian or peasant blouse. This is, in reality, the Eastern cut in one bodice and its success is due to the fact that it blends in so prettily with the other fashion novelties of the moment, notably so with the flat lace collar. More than ever now is the blouse designed to form the third piece to complete the suit, and to this end foulard is much used for wear with the ubiquitous serge suit. The smart foulard blouse for this purpose has a touch of black satin at the wrists and in the form of tiny bows down the front of the Toby frill and collar to match the belt of patent leather that girdles the waist. For wear with navy serge a blouse of either blue and white, pink and white, or mauve and white foulard may be used, and to wear with the many other colored serges it is an easy matter to find a foulard with a ground to match, and patterned over with rings, spots or geometrical figures. It is this patterning in white that gives the foulard blouse its freshness and forms the connecting link for the flat lace collar

Ninon Blouses.

Other charming blouses are of ninon piped and strapped with foulard, and with a flat collar cuff and cravat of foulard. Colored ninon blouses are piped with black taffeta and trimmed with cameo-shaped motifs of soutache braid.

Bordered materials are gaining favor this season and are being used for blouses, as well as for tunic gowns. One blouse seen had the border laid across the shoulders and extending over the sleeves.

The New Coiffure.

Parisiennes are proverbially changeable, and have already tired of the plain draped coiffure that has been worn all winter, and there has been a general return to curls. Curls are piled high on the crown of the head, and are peeping around the forehead and at the nape of

Coiffure made with the Grecian ringlet cluster, the fluff and Grecian hair frame

the neck, and for contrast are confined by one straight mesh of hair wound around the head. This is the new "coiffure poule faisane" worn by Madame Simone, who plays that part in "Chantecler." Another new style of dressing the hair has little curls hanging down over each ear, but this is not so successful as the Greek coiffure described above.

Colored Shoes and Stockings.

Now that short skirts are the fashion just as much attention must be paid to the stockings as the shoe. With boots or shoes of patent leather, black stockings are pre-eminently practical, but with colored shoes the stockings must be of silk or thread of the same color as the upper part of the shoe, and to match the general shade of the costume. Silk stockings have embroidered clocks in self-color instead of the spots and multi-colored embroideries that have been so much worn. For wear with low shoes open-worked stockings of silk or thread are having a revival, and for evening wear, stockings of very fine lace open-work are being worn by smartly dressed women. Chantilly motifs are used on both black and colored stockings, and medallions of Alencon, Valenciennes or point de Angleterre are let into white stockings. For wear with the shoes of gold or silver tissue, stockings exactly matching in color are provided, and these must be in exactly the same tone as the shoes as there must be no break showing between them.

For the completion of an elegant toilette, fashion is equally strict as to the proper glove to be worn. The reindeer glove in putty color or mouse grey is worn when shopping, or walking in the Bois. These gloves have heavy stitchings and large pearl buttons fasten them.

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will give your goods a favourable and lasting publicity, which is only limited by the life of the garment. The public will associate these labels with high class materials and workmanship, and they will prove a potent factor in influencing 'repeats' your way.

May we submit some designs for a really high class silk label for your goods? Let us have your enquiry.

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If you are in the market for

Black French Veilings

of good quality and proper style, which will allow you a good margin of profit, we can supply you. We have also a complete range of the latest novelties, such as MYSTIC, COARSE HEXAGON, etc.

We make a specialty of Dress and Millinery Nets, and Rainproof Maline.

"CHRISMORT" Scarf Silk is 36 inches wide with one and a half inch border, in all shades, to retail at a popular price.

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TORONTO

No. 4—Black and Tuscan Model of simple design and fancy Osprey Mount. For details of construction see page 19.

Business Attracted by Store's Inviting Appearance

Have Wall Decorations Renewed if They Have Lost Their Freshness — Re-arrangement of the Parlors may be Found Very Effective —Attention to Details of Adornment—Importance of Display Window.

THERE is no room for doubt that a very good season is before the Canadian millinery trade, but milliners will not be wise to trust entirely to these favorable conditions, and to neglect the means and opportunities at their disposal for drawing trade. They must remember that, under modern conditions competition is keen, and that customers are likely to be influenced because their eye is caught by an attractively-fitted store, or by persuasively-worded advertising.

To begin with, look over the paint and wall decorations of the store and, if not fresh, have them renewed, and while it may not be necessary to put in any great amount of new fittings and fixtures those available should be gone over and freshend up. If, by rearrangement, an entirely new appearance can be given to the store, such a change will certainly help to sell goods. It creates the impression that the milliner is up-to-date and that is what customers are looking for.

Possibly, milliners with a long-established business, will hardly see the necessity for going to all the trouble indicated, but it may be taken as a fact that it is impossible to establish or enlarge a business carried on in dingy or unattractive surroundings.

The large departmental stores take great pains in preparing for millinery openings. They make most pretentious window displays and decorate the department as well. Much that they do is not suitable for the small exclusive store, but freer use of some of the decorative effects, as palms, ferns and cut flowers would be an advantage to the exclusive milliner. The store decorator also makes good use of the artificial flowers in stock. He brings out reserve stock and arrange it in fancy baskets, tying the handle with ribbons, nets, etc., and not only creates a good decorative effect, but shows the good fabrics at the same time. If milliners will only devote a little attention to these matters, and will not be afraid to exercise their originality, they will soon think out some clever decorative schemes.

It depends greatly upon the class of trade a milliner does as to the advisability of her showing many models in her window. There are some stores which show nothing in the way of a trimmed hat, and, find that this is the best method to do business. Their styles are original and exclusive, and the one model is seldom or never exactly duplicated.

Stores of this kind are in the minority, and most milliners carefully select from three to six or seven of their best models for window display. Unless the window is large, this number should never be exceeded.

It is very seldom that an exclusive milliner attempts to make a display where flowers or fabrics are the leading feature. Possibly she thinks that her stock is too limited.

While in New York recently, the writer made a study of several windows of this class, and when the display was gone into the impression left was that, the quantity of goods used was not large, but that it was the clever method of arrangement that gave the impression of a big display. Wood or glass pedestals of varying height, and glass shelves, and millinery stands were used, as well as fancy baskets. Most milliners know that by filling a fancy basket with crimpled crepe paper, very few bunches of flowers are needed to produce a good impression. Flower turbans and hats profusely trimmed with flowers were also used.

There is a decided revival in the demand for laces, particularly in light net effects. Chantilly, Michlin and needle-run laces are all in demand. The call is largely for flouncings, and this is a feature that promises to be even stronger in the coming Fall, as Paris and London are taking up the wearing of gowns with flounces of light laces. Wide flouncing are used for draped overskirts, etc., over gowns of satin in white and colors in combination with nets and chiffons.

With this broadening use of lace there seems to be no falling off in the vogue of silver and gold effects. Allovers, edges, bandings are shown in tracery patterns. Antique gold and dull silver are better than the brighter metal effects.

Developing fashions that make for a brisk season in the lace department are frillings or pleatings of lace for edging the neck and sleeves, yokes of fine lace, the use of lace flounces and lace undersleeves.

Printed nets are also included in novelty lines and particularly in Persian effects, promise to become a feature of the season.

STREHL'S HAIR GOODS

are recognized as the standard of quality. If you want to make a trial of this line, all that you will have to do is to put in a few samples. This will enable you to show the different sizes to your customers, and if an order is taken by you send same to us with sample of hair, the exact color, and we will forward goods by mail or express. We will cheerfully take back goods if not satisfactory. You run no risk.

We are Headquarters for Switches

Wavy Switches, Pompadours, Curls, Wigs, etc., at lowest prices. Send for Illustrated FREE List

All over Real Hair Nets, now so fashionable, $1 50 per dozen.

A "SPECIAL" SWITCH

A good seller and a money maker, made of second quality WAVY hair in good assorted colors.

No.	Weight	Length	Each	Dozen
500	2 oz.	24 inch	$2.25	$24.00
450	2 oz.	22 inch	1.75	18.00
425	2 oz.	20 inch	1.50	15.00
400	1½ oz.	18 inch	1.15	12.00

STRICTLY FIRST QUALITY

Assorted Colors—Short Stems

No.	Weight	Length	Each postpaid	Dozen
11	1½ oz.	16 inch	$1.50	$ 15.00
12	2 oz.	18 inch	2.00	21.00
13	2 oz.	20 inch	2.75	30.00
14	2 oz.	22 inch	3.25	36.00
15	2½ oz.	22 inch	4.00	45.00
16	2½ oz.	24 inch	5.25	60.00
17	3 oz.	24 inch	6.25	72.00
18	3 oz.	26 inch	7.75	90.00
19	3½ oz.	28 inch	9.00	102.00
20	4 oz.	30 inch	11.00	126.00

10 Sample Switches - - - - $49.75
Less 6 per cent. for cash - - - 3.00
$46.75

SECOND QUALITY HAIR

Assorted Colors—Short Stem

No.	Weight	Length	Each postpaid	Dozen
21	1½ oz.	16 inch	$ 0.50	$ 5.00
22	2 oz.	18 inch	.65	7.00
23	2 oz.	20 inch	.90	19.00
24	2 oz.	22 inch	1.10	12.00
25	2½ oz.	22 inch	1.35	15.00
26	2½ oz.	24 inch	1.50	16.00
27	3 oz.	24 inch	1.75	20.00
28	3 oz.	26 inch	2.40	27.00
29	3½ oz.	26 inch	3.00	33.00
30	4 oz.	28 inch	3.50	39 00

1 Sample Switches - - - $15.33
Less 6 per cent. for cash - - .92
$14 41

THE CORONET PUFF

A group of puffs, made of soft natural curly hair The latest style of coiffure, easy to arrange and universally becoming.

Per set of 7 puffs, $1.75 Per dozen, $18.00
Per set of 6 puffs, 1.50 Per dozen, 15.00
Per set of 5 puffs, 1.25 Per dozen, 13.50
Per set of 4 puffs, 1.00 Per dozen, 11.0

Shades of gray, blonde, drab and auburn are more expensive, according to the scarcity of color. Any size and number of puffs made to order.

NOTICE—Cut Hair made into switches, 35c oz. Combings made into switches, 40c oz.

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AMERICAN MADE PATTERN HATS

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Our prices are so low that you gain a substantial saving after the duties are paid.

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VOL. II. NO. 2.

The Canadian Millinery Review

June, 1910

MacLean Publishing Company, Limited
Montreal Winnipeg Vancouver New York London, England
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SUMMER GOODS

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The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg New York Chicago London, Eng.

Publication Office: 111-127 University Ave., Toronto, Canada

JUNE 1910

Make Your Advertising Pay.

A GLANCE through any considerable number of newspaper exchanges will show that the milliner in the smaller towns is not generally persistent in her advertising. Neither does she conduct it in such a way as to make it distinctive or to individualize it. In very many cases where the local milliner decides to advertise, the space is neither filled nor placed to best advantage. How often it is noted that ads., particularly those of openings and the follow up material, contain little else than meaningless phrases, talk which the people have been accustomed to year in and year out. On this account, they assume that all such ads. of that size are the same and very seldom do more than glance. They are inclined to turn rather to the large departmental ads. where they find style information, descriptions, prices—something that helps them form an opinion before they set out to buy.

The time is gone by when the milliner can look for sales from an ad. which deals only with generalities. Her openings will attract a large number of people, but the continuity of the selling season will be best maintained by well-directed advertising based on practical information.

There has been some progress since the day when milliners in the smaller places frequently left their advertising in the hands of the newspaper publishers. How often was it the case that the same ads. were allowed to run along until out of sheer consciousness of the fitness of things the newspaper man had to suggest to the milliner the advisability of a change in ad. Those days have fortunately passed away, and to the credit of the milliner be it said, that she has awakened to the necessity as well as to the possibility of getting her money's worth out of her advertising.

Instruct the Sales Force.

THE training of her salespeople is a matter to which the milliner has a business of her own or who is head of a department must give careful attention. It is one of the first things to be reckoned with in securing efficiency of service, that the staff be competent to meet customers and to demonstrate millinery properly. Many milliners during the rush season, at least, find it necessary to call upon members of their workroom staff to assist them in the salesroom. It may well be questioned, however, whether they can always place confidence in such help, and they have themselves largely to blame. The head milliner should frequently give her help pointers out of her own experience. All of the members of the staff should be encouraged to exchange narration of instances in which they questioned the wisdom of their own action in making sales. Very often the head milliner can set the novice right on important matters so that she will know what to do when occasion requires. It is a good way to develop confidence and co-operation

Don't blame the members of the sales force for an error, which, in the immaturity of her experience, she could not have foreseen. Rather find fault with yourself if you haven't seen fit to discuss these selling points with your staff.

Pretty Millinery Added Charm to Toronto Horse Show

Medium and Large Toques, Fanciful Lingeries, and Picture Hats, With Graceful Wide and Rolling Brims, Figured in the Elegant Display — Many Tulle Creations had Monster Oriental Aigrettes.

IT was to the beauty of the millinery that the Toronto Horse Show this year owed much of its brilliance as a fashion event, for the crowd that filled the boxes and the tiers of seats was one of the most elegant that has ever graced a function in the city. The ladies had donned their smartest gowns, and put on their latest chapeaux, but the gowns were for the most part hidden under handsome but shrowding cloaks, while the millinery was quite in evidence. Shapes were very varied—there was the medium and quite large toque, fanciful lingeries, and picture hats with the graceful wide and rolling brims, and many of the smartest hats were wide and flat. The most noticeable point was the wealth of magnificent plumes and feathers worn, and hats were banked with plumes of ostrich and willow, or rich paradise and ospreys. The combination of plumes and flowers was often noted, and a new note was struck by the leghorn capelines with the large crowns wreathed by a single line of roses, and with a cluster of upstanding plumes at the side or back.

Many magnificent hats were masses of paradise or osprey and the majority of the tolle toques had a monster Oriental aigrette either in front or at the side. One of these pretty hats had a crown of a mass of bright orchid mauve tulle with the brim of deep purple and gold, and a waving black Paradise plume at the side. Another toque of the same class was in brilliant red, with a brim consisting of a bandeau worked in straw and wood beads placed over black velvet and with a large black osprey in front.

Many Hats Rose Crowned.

Though plumes were worn, flowers were by no means neglected, and many hats were rose-crowned and quite a number were trimmed with large sprigs or mounts of roses and foliage in the natural size.

Many black hats were worn and touches of black in the form of velvet facings or trimmings, lace or net veilings over hats or flowers were noted. Several hats were seen that had the full draped crown all of black velvet.

Chantilly lace both in white and black was freely used, showing that millinery has this season fully paved the way toward a strong revival in the use of these delicate laces.

Though many of the turbans were of braid, the majority of the hats worn were pressed shapes, and quite a number were of the combination of straw and fabric. Thus, a full crown of maline in white or colored tulle would be overlayed with black tulle or lace, and the brim would be of leghorn or crin. Black hats trimmed with a color were very prominent and the combination of black and King's blue was well liked.

In straws, leghorns, milans, and tagel were most in evidence.

Motor Bonnets.

In the afternoon, many smart motor bonnets were noted, and the fact that this class of headgear has at last been rendered becoming was fully brought out. They were mostly developed in rough straw and had long ties of chiffon or ninon, and were trimmed with flat clusters of fine flowers.

On Saturday morning, some very pretty children's millinery was worn. These, for the most part, were mushroom hats in Leghorn, or Milan trimmed with satin ribbon rosettes and bunches of small roses. Some pretty Napoleons were seen and many dainty lingerie hats of chiffon and lace were worn.

A feature of the show was the return to brighter colors. Chantecler red was much worn, and mandarin, bright orange, tan, King's blue, and emerald were also fairly prominent. Most noticeable, however, was the return to turquoise blue and clear rose pink. Even the pink of the roses was brighter and more decided, and there was less seen of the combinations of dull shades than formerly.

Fashionable Wraps.

The light-weight evening cloak was almost universally worn, and because it was not as a rule discarded, it was hard to get more than a passing glimpse of the gown underneath. Cap wraps, bernouse wraps, mandarin and draped cloaks were all in evidence, developed in broadcloth, charmeuse, crepe and chiffon, and heavily trimmed with embroidery and satin applique. There were many wraps in blue, but Chantecler, gold, golden tan, orchid, mauve and rose, as well as mastic ivory and white, were in evidence.

Gowns as far as could be seen were of bright-hued satins and lace veiled, and dimmed to half-tones with chiffons and net. Many lace dresses, the skirts edged with deep flouncing, were worn. Charmeuse has lost none of its vogue, and some beautiful gowns, embroidered in self-tone, were of this fabric.

There is a certain air of simplicity about even the richest gowns, given by the simple cut, all in one, of the sleeves and bodice, and by the straight lines of the skirt. All shades of blue were much in evidence, and after blue, perhaps rose was most worn. Gold, pale tan, orchid mauve, and a few bright-hued gowns in Chantecler, and in emerald green were worn. Where a less elaborate gown was worn, foulard was often chosen, and many of the younger contingent wore smartly tailored suits of white serge. The serge selected was of the smooth finished foule order.

In the afternoons, smart tailored suits were almost universally worn. The more dressy suits were developed in voile, foulard, tussah, and ribbed silk.

Smartly Dressed Children.

The pony events on Saturday morning brought out many smartly dressed children. White, navy and scarlet serge were most worn. Coats were in most cases in Norfolk or Russian paletot shape, with belts of patent leather in black or scarlet, or of tan leather. One little girl of about eight years had a white serge dress made with a side pleated skirt. The coat was in Russian style.

Many scarlet serge coats were worn, and in some instances the dress was of scarlet.

The hats had, as a rule, mushroom brims, and were trimmed with tight bunches of tiny roses, or ribbon rosettes.

Sorting Season Time is Short

Don't wait for our travellers if your stock is low, or you have need of some particular line.

Write us at Once

We make special endeavor to look after your interests through our Mail Order Department, and can assure you that **every** order, whether large or small, will receive our careful attention and will be satisfactorily filled.

Our travellers are soon starting out with a complete range of **Fall Import Millinery.**

Special Values

If you fail to see their samples, your knowledge of this Fall's Millinery will be far from complete.

COCKBURN & REA, Limited
54-56 Wellington West
TORONTO

No. 1 — Flat shape of beige tagel braid, the brim partly covered with blue Maline, with trimming of king's blue straw ribbon, pink roses and small blue flowers. For details as to construction see page 13.

Simpler and More Youthful Millinery Lines Preferred

New York Vogue is Eliminating Exaggerated Effects — Day of the Panama is Dawning — Chantecler Influence a Factor, but Women of Good Taste Reject Rooster as a Whole — Predictions for Fall.

Staff Correspondence.

Office of the Canadian Millinery Review, 160 Broadway, New York, May 23, 1910.

THERE is little new under the millinery sun. The retailers are showing what the wholesalers showed and were written about weeks ago. There is this difference—fashion writers now have facts to deal with rather than predictions, and fact compels us to state that hats are larger than ever. The exaggerated and complicated brims turning and twisting at all angles met with little favor, for women are adhering to the simpler and more youthful lines. To be sure, the majority roll at one side or another or else are turned back all around the hat, but the roll, except in rare cases, is not exaggerated.

Brims, while far from flat, may be classified as round and, on the majority of hats of this description—which for want of a better term may be called sailors—the trimming lies flat to the hat. Crowns, while extremely lareg in circumference, are lower. It is the pressed shape that came out the winner, for while there are plenty of hand-made turbans in the market and a few hand-made hats, the demand is for pressed shapes in practically all straws from the finest to the coarsest jumbo and pine apple braids.

Dawn of the Panama.

The day of the Panama is dawning and the white or unbleached variety is newer and more elegant. Panamas, like all other hats, are extremely large and have quite as much trimming as the dressier hats, but of course of a simpler character.

Persian silk is well liked for trimming the summer outing hat as it is for trimming tailored hats, and Persian chiffon is for dressy hats. All kinds of figured materials are greatly in evidence for costumes as well as hats. Foulard is also used for hat trimmings, and printed nets and chiffons are greatly to the fore.

Huge bows being in great favor, wide ribbons and price goods are in demand for their construction. Velvet and net bows vied with each other for supremacy in the Easter parade and early in the season, but now taffeta and satin ribbon or silk is being introduced. Changeant taffeta, or glace taffeta as it is called, is very strong at present.

Velvet, Satin and Lace Facings.

Hats continue to be faced, and white velvet is most frequently used for this purpose, a number of the most elegant of the new hats are showing plain satin facings. Lace too is gaining in favor, particularly Chantilly, and is stretched over some of the coarsest straws. Black lace is used over white or colors, and white lace is used over black or burnt straw. A layer of maline is often introduced under the lace, and some very handsome hats of white crin or rice net have been clouded with maline on which there has been applied motifs of Chantilly or val. All-over valenciennes was used on a large white maline hat. Milan has not been in great demand to date but it is frequently seen veiled and for children's hats. Leghorn is, contrary to expectation, the straw of straws—not the old-time flop-brimmed leghorn, but pressed shapes of all sizes and forms. Many, in fact the majority, are faced with black velvet. Tagel, hemp and fancy Japs are very strong.

Chantecler Losing Ground.

It has been, as was predicted, a season of brilliant color combinations. Chantecler red is losing ground a little, although one sees yet many more red hats than is usual at this season.

Blue is the most prominent color, king's blue being understood.

There is nothing indefinite about the season's shades, nor are they combined with anything but a reckless disregard of tradition and harmony. This is notably the case where flowers are concerned, and, true to predictions, it is a big flower season. Their arrangement is rather inclined to lean toward severity. Garlands of tiny flowers of various kinds are applied flat to the edge of a brim, or near it on either the upper or lower side. One rose, caught to the brim edge, is a favorite method of using moss or crush roses. Frequently this will be the only flower used, the rest of the trimming being of lace, ribbon or feathers.

Plumage Seen as Well as Felt.

The Chantecler influence is a factor, but women of good taste rejected the rooster as a whole. As a matter of fact it was a very short lived fad. There is some expectation yet for its success but it is generally conceded that coque plumage, roosters' heads and even pheasants are more suitable for the adornment of one's winter chapeau, although there can be no complaint made by even the most enthusiastic purchasers of the gaudy pheasant plumage, for their elongated tails are seen, and felt too, in all directions. Such angles as they are mounted at! Here again, one finds the tendency toward simplicity, since often they are the only trimming used with the exception of a straw or fancy cabochon or other ornament or a pleated arrow-head bow of velvet ribbon.

About Fall Styles.

There are many whose attentions are already concentrated on the Fall season. The colors for the autumn and winter are one of the most interesting and important considerations and in the next advice from this market you will learn what Paris has decided we shall wear. As to shape or rather size, many argue that the medium, if not the small hat, will reign. Strange as it may seem, this matter will be affected largely by the situation as to sleeves. If we are to wear full sleeves again the smaller hat will be reinstated, that is unless tradition is once more disregarded.

New Color Combinations.

The bouffaunt skirts rather argue for draped and puff sleeves as well, and at New York's latest wedding of import, costumes along these lines were prominent in the bridal party as well as among the guests. This wedding has resulted in establishing pink and blue, as a combination, in favor. Bright blue, king's for example, and American Beauty is a vivid blending of intensified blue and

RIBBONS

Visit Our Warerooms

Consult Our Travellers or write direct and you will get in touch with the best assorted stock in Canada.

Velvet Ribbons

Satin or Cotton back, six qualities, Black and Colors.

Taffeta and Satin Ribbons

From the narrow counter width to the widest Millinery width. Any color, including present popular shades, White, Cream, Tuscan, Champagne, Sky, Rose, Black.

The D. McCALL COMPANY,
Limited.

TORONTO

WINNIPEG, MONTREAL,
OTTAWA, QUEBEC.

pink. Soft French blues and dull roses are another variation of the more delicate pastel shades color scheme of the wedding.

Hats both high and low find favor. One of the most logical reasons given for the phenomenal millinery business of the Spring is the great variety of shapes, materials and styles that are in vogue. The trade has not been run on one thing, almost everything can find a market and everybody seems happy.

It might be inferred from the great number of blocked hats worn that braid men, frame men and hand-made concerns might find cause to complain, but not at all. The huge pressed hat with its wide sweeping lines has a formidable rival in the complicated draped turban toque and the motor hood has become a most important consideration, and these are practically all hand-made. Batavia and grass-cloth are used for the hoods, which are in all sorts and sizes.

It is hard to supply the demand for velvet ribbons either in black or colors these days and yard velvet and taffeta is used for many of the larger bows, which are invariably placed at the back or way to the back at the side.

Where Elegance and Simplicity Meet.

The more elegant the hat the simpler the trimming, or rather the more sparingly applied. It is seldom that any trimming is used at the base of a crown. A large pressed shape may be trimmed with a cluster of feathers or flowers poised almost at the back and no other trimming being used.

Apropos of feathers, the better trade are demanding French feathers, although the masses are clamoring for willow and getting bargains in this class of goods. Colored ostrich is unusually strong, particularly in the indefinite sulphur green shades called glace. On black they are very elegant. When willow is used it is generally arranged flat on the hat, but French feathers are mounted at the back and not forward over the crown. Very small flowers, rambler roses, bachelor's buttons and so on, are often used at the base of the feather, and the effect with willow is very attractive if the feather is allowed to fall over the flowers, all but concealing them. Aigrettes are very much used.

Veilings and Scarfs.

There is something radically wrong with the veiling department that is not selling goods freely, and making a good showing at the present time, for the new veilings are in effects calculated to please all tastes.

The bold mesh patterns catch the eye of the woman who likes something striking, and the finer hexagons appeal to the woman who has quiet tastes.

The large mesh effects are often fully ¾ in. square, and have very coarse threads or fancy bars woven in diagonal, or cross lines, and enclosing hexagonal, or large round, or square spaces. The latest arrival in the novelty field are the bugle effects, so called because the side-threads are wrapped with a fine thread covering, giving the effect of a long bugle bead. Some of the newer hexagons are in double effect—the large mesh overlaying a much finer hexagon net. Large-sized hexagons nets are highly favored in the better class of goods. Chantecler novelties show a rooster's head; or a small rooster design on a ground of craquele net.

The growing vogue of the large hat is not interfering in any way with the vogue of veils, indeed the large hat promises to be a help to the department and to increase the sale, as it requires a longer length of veiling.

New retail millinery department of Manchester, Robertson, Allison, Limited, St. John, N.B.

Ideas From Selfridge's Embodied in this Department

New Millinery Showroom of Manchester, Robertson, Allison, Ltd., St. John, N.B. — A Made-in-Canada Equipment — Different Colors in Trimming Materials are Kept Separate — This Helps Customers.

Staff Correspondence.

St. John, N.B., May 23.

MANCHESTER, Robertson, Allison, Ltd., St. John, N.B., recently opened their very handsome new millinery showroom. Equipped with the most modern fixtures, and embodying ideas secured from a study of Selfridge's millinery department in London, this room, which is 40 by 50 feet, is devoted entirely to the display of ladies' and children's headwear and trimmings.

The fittings and furnishings, including the brushed brass electric fixtures, soft brown carpet, window hangings and burlap on the walls, are all of Canadian manufacture. The piano-finished quartered-oak paneling, tables, showcases and mirrors were manufactured in St. John.

The partial view of the room presented herewith gives some idea of the size and fittings. Along the north side are a series of drawers, running the full 40 feet of the room. These drawers are 16 inches wide, 5½ inches in height and 22 inches from front to back. They are fitted with plate glass fronts, and are used to stock flowers and feathers for trimming. The different colors are kept separate and customers coming in can run their eye along the fixture and see very quickly what they want. In the centre of the fixture is a large plate glass mirror. There are in all 90 drawers on either side. The fixture sits on a ledge under which is a row of large drawers, each 3 feet long, 30 inches deep (front to back) and 18 inches high. These are utilized for reserve stock. In front of this fixture are three silent salesmen show cases, each 9 feet long, 40 inches high and 27 inches wide. These are fitted with felt-lined trays and are used for showing hat pins, various trimmings and the more frail class of children's wear.

Along the westerly side is a fixture 30 inches high with a nest of large drawers, each three feet long. These all run on a steel track and ball-bearing sheaves. The top is covered with green felt cloth and hats are displayed on stands thereon. The large drawers are used for reserve stock of hats and for taking care of those on display during the nights. Above the fixture are plate glass mirrors set at intervals along the wall.

On the east side is the main entrance to the room, on the right of which is a panelled enclosure for a fitting room, 10 by 5 feet, with chairs, large mirror, table and electric lights, etc., also a room for parcels and a place for the clerks to hang their hats and cloaks. This room is 14 by 5 feet, and there is an entrance from it to the lavatory. A large mirror is placed on the outside wall of this room.

To the left of the entrance is an angle wall cabinet for high-class imported millinery. It is 16 feet on the easterly side and 11 feet on the southerly side. The upper part consists of large sliding sashes, glazed with plate glass and hung with heavy weights which run at the back, thus eliminating any partitions between the sashes. The back of the case is fitted with plate glass mirrors and the 11 foot section with plate glass shelves supported on nickel-plated brackets and standards. Electric bulbs are placed inside the case. The lower part is fitted with large drawers, similar to the other fixtures, in which the largest hats may repose without fear of being crushed.

In the centre of the room are 7 large table fixtures, each 8 feet long by 42 inches wide, also containing drawers, some of them 18 inches deep and some 9 inches. These tables are on feet with ball-bearing castors and are easily moved for renovating purposes. The tops are finished in felt with an oak rim. There are also three trying-on tables, each five feet long with a double mirror in the centre, so that a customer can sit at either end in trying on a hat.

No. 2—Turban of glace straw tissue in red, violet and orange shades; quill mount in the same colorings, finished with the head of a fancy bird and strapped with green velvet ribbon. For details of construction see page 13.

We have solved the Problem!

In this busy vacation preparation month, the problem is how to get "repeats" and special orders quickly and satisfactorily filled. We have solved this problem.

OUR

MAIL ORDER

DEPARTMENT

is prepared to look after your interests just as carefully as if you yourself were here to make the selections, and you will benefit greatly by using the experience and co-operation of this department in filling your immediate orders.

WRITE US TO-DAY. YOUR INTERESTS ARE OURS.

About June 1st our Travellers will be on their way to see you with *absolutely* everything NEW for this FALL SEASON. Don't neglect to see their range, as they carry this Season's Business Bringers!

Drop us a card and insure a call from our traveller.

The John D. Ivey Co., Limited

Warehouses:
TORONTO
MONTREAL
QUEBEC

Branches:
WINNIPEG
OTTAWA

Large rolling brim leghorn, bound with black velvet, trimmed with fine flowers and foliage.

Smart large white chip hat, turned up on left side, with black velvet underbrim. Trimmed with Mais Wheat and flowers made of velvet. The centre of the flowers is finished with fancy hatpins.

—Shown by Debenhams (Canada) Limited, Montreal.

Left-over Goods Eat up Profits.

With the end of a particularly good millinery season in sight, milliners ought to begin to consider the problem of finishing up the season with stock in good shape. Business has been so good that some milliners are inclined to be lax this year, but it must be remembered that unsalable goods left over at the end of the season have an uncomfortable way of eating up the profits made by brisk business. Cold figures have an uncomfortable way of showing that profits are less than expected, solely because the stock has not been carefully cleaned up.

Now is the time to go over the stock, pick out the stickers and slow-moving goods, send them to the workroom and have them made up into hats that can be sold at prices that will tempt customers to invest in a second hat.

The large stores do this extensively and in a systematic manner. They have a number of hats prepared for Friday and Saturday's selling, and advertise them, making an attractive window display of them to attract customers. In many of the larger cities, milliners can follow on the same lines, but when the size of the town is not large, or where the milliner has her clientele among the better trade, such methods will not do.

Where milliners carry side-lines, such as veilings, ladies' neckwear, hair goods, etc., they will find that the customers attracted to the store by these goods will greatly help the sale of these hats at a price. A customer that comes in to buy any of these lines may have her attention directed to these reduced hats and many a sale will result.

Hats at the Longchamps Meetings.

The race meetings at Longchamps, France, attract the fashionable world, and fine weather brought out a wealth of pretty and artistic gowns, worn with millinery that formed an appropriate finish. These new creations are eagerly scanned, for the novelties now introduced will have a formative influence upon late Summer and early Fall and Winter millinery styles. Color contrasts rule, black and white being especially well worn, and also black and ecru, and the styles are decidedly varied. As a rule, they are voluminous, and if hats are not exceedingly wide, they are somewhat reminiscent of the leaning tower of Pisa.

These high-crowned turban toques are draped either with taffetas, changeant or soft black satin. Wide-brimmed hats are of paille de Italie, a straw which resembles leghorn. Many of these wide hats are covered with black lace and brimmed with satin roses in many colors. Others are massed with lovely aigrettes, and a new note was the many white or blonde straws, trimmed with black and colored flowers mixed. Flowers and feathers are often combined, and the large flop hats will have a wreath of roses, or mixed flowers encircling the crown, with an ostrich plume perched up at the back.

Another trimming novelty is an immense bow of ivory velvet on a large black straw hat. The bow extending from one side to the other. This is a Reboux creation.

A new color that has made its appearance and been received cordially is called "gristan." This is a dark tilleul, and is a beautiful grey-green with a hint of blonde reflected. It promises to be a much-used feather and flower shade.

Ribbon bows of immense dimensions trim many of the most effective hats. The broad-brimmed flop hat is mounted on the low crown, with long loops of ribbon and masses of bright-colored ribbon bows adorn the broad-brimmed crin or straw hats.

We are
HEADQUARTERS
for
FANCY
FRENCH
VEILINGS
Bugle, Mystic, Heavy Hexagon
and have a unique range to select from!

SEND FOR SAMPLES
and prices.

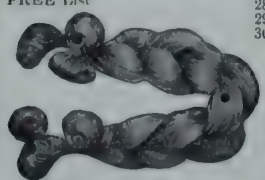
Wm. C. MORTIMER Co. Ltd.
117 Wellington Street W.
TORONTO

708-35c.

STREHL'S HAIR GOODS

are recognized as the standard of quality. If you want to make a trial of this line, all that you will have to do is to put in a few samples. This will enable you to show the different sizes to your customers, and if an order is taken by you send same to us with sample of hair, the exact color, and we will forward goods by mail or express. We will cheerfully take back goods if not satisfactory. You run no risk.

We are Headquarters for Switches
Wavy Switches, Pompadours. Curls, Wigs, etc., at lowest prices. Send for Illustrated FREE List



All-over Real Hair Nets, now so fashionable, $1.50 per dozen.

WILLIAM R. STREHL CO.
34 MONROE ST., CHICAGO

A "SPECIAL" SWITCH
A good seller and a money maker, made of second quality WAVY hair in good assorted colors.

No.	Weight	Length	Each	Dozen
500	2 oz.	24 inch	$2.25	$24.00
450	2 oz.	22 inch	1.75	18.00
425	2 oz.	20 inch	1.50	15.00
400	1½ oz.	18 inch	1.15	12.00

STRICTLY FIRST QUALITY
Assorted Colors—Short Stems

No.	Weight	Length	Each postpaid	Dozen
11	1½ oz.	16 inch	$1.50	$ 15.00
12	2 oz.	18 inch	2.00	21.00
13	2 oz.	20 inch	2.75	30.00
14	2 oz.	22 inch	3.25	36.00
15	2½ oz.	22 inch	4.00	45.00
16	2½ oz.	24 inch	5.25	60.00
17	3 oz.	24 inch	6.25	72.00
18	3 oz.	26 inch	7.75	90.00
19	3½ oz.	28 inch	9.00	102.00
20	4 oz.	30 inch	11.00	126.00
10 Sample Switches - - - -				$49.75
Less 6 per cent. for cash - - -				3.00
				$46.75

SECOND QUALITY HAIR
Assorted Colors—Short Stem

No.	Weight	Length	Each postpaid	Dozen
21	1½ oz.	16 inch	$ 0.50	$ 5.00
22	2 oz.	18 inch	.65	7.00
23	2 oz.	20 inch	.90	19.00
24	2 oz.	22 inch	1.10	12.00
25	2½ oz.	22 inch	1.35	15.00
26	2½ oz.	24 inch	1.50	16.00
27	3 oz.	24 inch	1.75	20.00
28	3 oz.	26 inch	2.40	27.00
29	3½ oz.	26 inch	3.00	33.00
30	4 oz.	28 inch	3.50	39.00
10 Sample Switches - - -				$15.33
Less 6 per cent. for cash - -				.92
				$14 41

THE CORONET PUFF
A group of puffs, made of soft natural curly hair The latest style of coiffure, easy to arrange and universally becoming.

Per set of 7 puffs, $1.75	Per dozen, $18.00
Per set of 6 puffs, 1.50	Per dozen, 15.00
Per set of 5 puffs, 1.25	Per dozen, 13.50
Per set of 4 puffs, 1.10	Per dozen, 11.00

Shades of gray, blonde, drab and auburn are more expensive, according to the scarcity of color. Any size and number of puffs made to order.

NOTICE—Cut Hair made into switches, 35c oz.
Combings made into switches, 40c oz.

No. 3—Fancy turban of coarse delft blue glace braid, finished with a bird's head and mount in the blue shade, with velvet to harmonize. For details of construction see page 13.

How to Make, Drape and Trim Modern Millinery

Helpful Hints in Constructing Notable Types of the Large Flat Hats Now so Stylish, Fancy Turbans and Toques -- Frame and Head Measurements, Disposition of Materials and Quantities Required.

(The hats described in the following article are shown on pages 4, 8, 12, 21 and 23.)

The hat on the cover.—The illustration shown on the cover this month is that of a large flat hat of tuscan hair braid, trimmed with roses of tuscan and brown shadings and green satin ribbon bow.

Measurements of the frame.—Head size, twenty-two inches ; front wire, six inches ; back wire, six and one-half inches ; sides, seven inches ; outside wire, sixty-two inches ; base of crown, thirty-six inches ; height, four inches ; diameter of top, eleven inches.

The frame is first covered plain with chiffon, the edge of the brim bound with the straw braid, then the whole frame covered with the braid sewn plain. The green satin ribbon is strapped softly round the base of the crown, and is made into a large flat bow, consisting of two loops each way and cross over, which is placed across the back lying partly on the brim. The roses and foliage are arranged around the base of the crown. It will take twenty-four yards of braid for the construction of this model. Six large roses with foliage, and three yards of ribbon six inches wide for the trimming.

No. 1.—Flat shape of beige tigal braid, the brim partly covered with blue maline, with trimming of king blue straw ribbon, pink roses and small blue flowers.

Take a strip of maline twelve inches wide and four yards long, for the brim of this model, making a casing in each edge for a fine silk wire. This is placed over the edge of the brim and drawn up on the wires to fit, the one wire in the facing the other on the top brim near the crown. Make a wreath of the small blue flowers and the pink roses, which is placed round the base of the crown, lying partly on the brim. The straw ribbon bow consists of three loops of different lengths, the longest being nine inches, and are inserted through the straw in the top of the crown at each side and falling on the brim over the flowers.

For the brim covering we require two yards of maline, for the trimming three yards of straw ribbon and the flower wreath.

* * *

No. 2.—Turban of glace straw tissue in red violet and orange shades. A quill mount in the same colorings, finished with the head of a fancy bird and strapped with green velvet ribbon.

Measurements of the frame : Head size, twenty-two inches ; brim wires, three inches and one-half ; outside wire, thirty-seven inches ; crown base, thirty-four inches; dome wires, twenty-two inches.

The frame is covered with muslin, the under brim being faced with green silk ribbon, sewn plain round the edge and side pleated to fit the head size. The straw tissue is put on plain round the brim, turning in about one inch and joining at the left side. It is folded in at the height of about eight inches, the remainder of the tissue draped in to cover the crown. The green velvet ribbon is banded round the turban and finished at the left side with the quill and bird mount.

One and one-eighth yards of tissue will be required for the construction of this model with one and one-eighth yards of silk ribbon for the facing, one yard and one-quarter of green velvet ribbon and the bird mount for the trimming.

No. 3.—Fancy turban of coarse delft blue glace braid, finished with a bird's head and mount in the blue shade with velvet to harmonize.

Measurements of the frame : Head size, twenty-two inches ; brim wires, three and one-half inches ; outside wire, thirty-five inches ; height of turban brim, five inches ; top turban wire, thirty-two inches. The dome crown just fits inside this turban brim.

Cover the frame plain with muslin. The facing is of black silk ribbon, sewn plain round the edge and pleated to fit the head size. The frame is then covered with the braid sewn plain. A bias strip of delft blue velvet three-eighths of a yard wide is folded over the top of the coronet, all round the turban, and is finished at the left side with a fancy bird mount which harmonizes with the velvet. Sixteen yards of braid will be required to cover the turban with one yard of ribbon for facing and three-quarters of a yard of velvet on bias.

* * *

No. 4.—An original toque of green novelty tulle with straw paillettes, trimming of green ostrich feathers.

Measurements of frame : Head size, twenty-two inches ; brim wires, three and one-half inches ; outside wire, thirty-six inches ; base crown, thirty-two inches ; dome wires, twenty-two inches.

This frame is covered with green chiffon, over which is roughly draped some plain tulle as padding, and has a facing of green silk ribbon. Use one yard and one-quarter of the novelty tulle, cutting off a strip from one edge eight inches wide, line it all with about four thicknesses of plain maline the same shade. Drape the large piece softly over the crown, using the narrow strip as a plain piece round the edge as a finish and turning over to coronet width. Finish at the left side with two green ostrich plumes.

One and a quarter yards of novelty tulle will be required for the construction of this toque with seven yards plain maline, one yard and one-eighth of ribbon for the facing with the two feathers for trimming.

* * *

No. 5.—Hat of bluish grey tagel braid, adorned with batiste embroidery and narrow batiste ruches. The trimming consists of a single spray of pink roses and foliage.

First take the under or finishing edge off the brim to stretch the batiste round the edge of the hat, so it will fit the top brim as closely as possible. Trim off any surplus material over the edge of the brim and sew the braid edge back on again to make a neat finish. The scalloped edge of the batiste on the brim is finished with a frill of the narrow batiste. Two rows of this narrow material finishes the base of the crown, the lower frill falling on the brim.

The wider batiste is placed round the crown over these frills, the top of the crown being lifted and sewn back on over the raw edge of the embroidery to finish it. A single spray of pink roses with their foliage and heavy stem placed on the right side of the crown trims this very simple and stylish model.

Material required : two yards and three-quarters of the wide batiste and five yards of the narrow embroidery.

Chantecler Featured in Many Stylish Novelties

Feather Mounts, Hatpins, Buckles, Brooches and Other Fancy Effects Suggestive of Rostand's Famous Play — Demand for Hair Goods and Ornaments Keeps Up — Ribbons, Trimmings and Veilings.

CHANTECLER is likely to prove a mine of wealth for the makers of fancy articles All kinds of rooster and hen pheasant conciets are being worked up into brooches, buckles, hat-pins, etc., in gilt enamel and with embellishments of mock jewels and fancy stones.

✝

Belts and Hatpins.

Belts are selling well, the fashionable belt being the patent leather belt, but elastics in plain colors and handsome tinsel effects are the sellers of the moment. The buckles are a feature and are very handsome as they tone in with the belt and are embellished with mock jewels of various colors.

In better grade hat pins nothing seems to take the place of brilliants, and disc pins, ball heads and spike-top pins are all seen closely set with sparkling stones. There is no question of the effect of these pins when placed in a dark hat or against the velvet trimming that is so much the vogue in the millinery of the moment.

✝

Hair Goods and Ornaments.

Still the demand for hair goods keeps up, and manufacturers are experiencing difficulty in getting hair, even at the advanced prices. Prices have more than doubled in a very short time.

While the turban idea is still maintained it is being very much elaborated upon, and curls are employed extensively. Some styles have the crown of the head covered with small curls, with the soft braid or coil wound around the head, with curls about the face. This return to a use of curls is to the advantage of manufacturers, as the profit is greater on these, and it is not necessary to employ such long and expensive hair as in the case of switches.

Chantecler novelties. Upper illustration is that of mount of pheasant tail and breast feathers. The other is a pheasant head and wing. Shown by the D. McCall Co., Ltd., Toronto.

Chantecler novelties. Upper illustration is that of a fancy mount of peacock feathers and badger hair. The other is a mount combining imitation Paradise and black bird. Shown by the D. McCall Co., Limited, Toronto.

The latest idea in hair dressing styles is the Greek coiffure which is in strong vogue in Paris. This style is rather severe, and does not suit all types of faces, consequently it will not become so popular as the Chantecler curls which are in high favor.

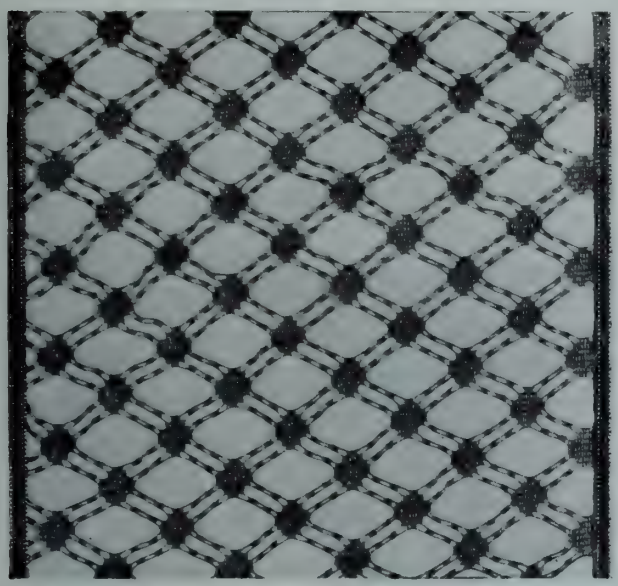
Chantecler ornaments, in the form of sweeping feathers, in some cases with the head of a bird of some kind are the latest novelties.

Bandeaux are popular, and the new Greek coiffure is bringing these into marked prominence. Spiral ornaments, which screw into the hair, are worn with the turban coiffure instead of the large braid pins in many instances, but in spite of this, the demand for the pins is very heavy.

In regard to the hair goods department, the amount of space to be given to it will depend upon the size of the store and the amount of room which can be spared for it. The silent salesman style of counter, with glass front, and shelves for the display of goods is preferable, and will economize space for showing goods, and shelves and drawers behind the counter will provide room for stock.

Dress Trimmings.

The new tailored suits are so plain that a little braiding seems a necessity to afford some relief, and therefore straight lines and simple motifs carried out in soutache and narrow gimps and cords are seen. More elaborate



Novelty veiling, with voile spot. Shown by Wm. C. Mortimer Co., Ltd., Toronto.

models show combination trimmings of soutache or cord and machine embroideries.

These are introduced on the side panels both on coats and skirts and on the bands that confine the fullness of the new skirts.

In dress trimmings steel is talked about as the coming feature. Metal effects in the dull antique rather than the bright finish are in evidence and antique gold.

Old silver and steel are assured of popularity, and jet, principally in sequins, will be favored. There is a return to the use of sequin trimmings, and importers are showing a good range of these trimmings, in silver, gilt and jet. Trimming bands, showing a combination of beads, sequins and bugles are included in the new range, and in some instances cabochons are still shown, though these are rather smaller, than those which were used for the past season.

There seems to be a feeling that band trimmings of velvet, and velvet facings will be used in the Fall. The making-up trade is using satin strappings for the trimming of Fall suits, and elaborate rat-tail braidings braidings in band effects upon black cloth coats.

The buttons favored are in dull silver set with mock jewels and fancy stones. The feeling is for large buttons and very few small buttons are used.

Ribbon Sales Increase.

The extensive use which is being made of ribbon in millinery, dress trimmings and dress accessories, has caused ribbon sales to increase to a remarkable extent, and importers are very enthusiastic regarding present conditions and the outlook for the future. Ribbon manufacturers are turning out very handsome goods, in the majority of which two tones are used.

Two toned effects predominate in moires, and taffetas, and there is a feeling for ombres. The method in which ribbons are employed in millinery necessitates the use of large quantities of ribbon, which is very beneficial to the ribbon trade.

One of the nuisances which importers of ribbons are subjected to, is the 'returned goods evil,' which proves most annoying, particularly in view of the fact that many retailers are most unscrupulous in their demands, asking that importers substitute for ribbons that have gone bad as a result of the length of time they have been kept in stock.

The reason that silk goods depreciate so much in value, as the result of time, is the fact that so much use is made of chemicals for filling and giving weight to the ribbon. Manufacturers are not to be blamed for this. The fault goes back to the buyer, who wants a ribbon which feels heavy, and looks well, at a very low figure. To do this it is necessary to use the filling, which, in the course of time, rots the goods, and causes them to crack.

Of late there has been a great deal of trouble in regard to this returning of goods, and there is a likelihood that it will continue, owing to the fact that during the ribbon depression a great deal of cheap ribbon was bought in order to promote sales, and owing to the slow

Lace face veil. Shown by Ladies' Wear, Ltd., Toronto.

demand much of this has been held in stock, but the retailer, who wishes to be fair in his dealings, will realize that his goods must depreciate with time, and that he should not expect the importer to make good his losses, which are the result of the age of his goods.

Black and white lace individual veils are selling and it is said that they will be worn draped around the brim of the hat, and hanging straight down a little later in the season.

The new auto veils are in shaded chiffon and long hemstitched chiffon ties are being used on the many smart little auto bonnets now in vogue.

Large white tagel hat, bound with Bleriot blue straw (the brim is almost flat, giving the sailor effect), trimmed with bluet flowers and burnt wheat under, giving "wild" flowers and summery effect to the trimming. Shown by Debenhams (Canada) Limited.

Make the Millinery Ad. Newsy and Avoid Generalities

Originality in Construction Could be More Strongly Developed — A Similarity Noted in Many Opening Ads. — Much Space Used to tell Public What it Already Knows — Descriptive Matter a Good Feature

THERE seems to be a pretty well-rooted idea among retailers of millinery that in the publicity with which they introduce a season, a strong talk about style "exclusiveness," "unprecedented preparations," "big shipments" and "exceptional assortments" are essential to good business. A reasonable amount of it, judiciously applied, would, in fact, appear to be in keeping, but if retailers took the opportunity to glance through a mass of newspaper exchanges and saw how very similar many ads. read, the only conclusion he or she would arrive at is that the buying public should be pretty well aware by this time that no one milliner can very easily put it over another in the matter of wordy announcement.

The Meaty Ad. Counts.

It must be borne in mind that a wordy ad, is not a meaty ad., and it is the latter kind that the people prefer. The wise milliner will, not only at the beginning, but through the season, pick out the news value of her goods and make that the subject of well-framed paragraphs in their advertising.

The day has gone past when it is advisable for the milliner to say to the man who runs the newspaper, "Fix me up a little ad. about my new millinery and let it run for a couple of weeks." That man doesn't know the talking points of the new millinery, and the ad. constructed on these lines will probably lose its practical value in two days.

Opening and Special Ads.

The assortment of millinery ads. in the accompanying cut represents two classes—opening announcement and special sale. Among the ads. of the first class are those of the Ritchie Co., Belleville, (No. 1); the extract from Eaton's (Winnipeg) ad., (No. 5); R. M. Hamilton & Co., Fort William, (No. 8); John White Co., Woodstock, (No. 10); and Fairweathers', Winnipeg, (No. 15).

The Ritchie specimen is the top section of a large ad. of which it was certainly the most attractive part. The cut is above the average, and the talk practical, though dealing in a general way with the millinery end of the business. A few lines descriptive of the type of hat illustrated would have given the ad. considerably more news value.

The section from the Eaton ad. is typical of that kind of publicity aviation which takes the reader via the roof to reach the main floor from the basement. The phraseology is flighty, as well as ponderous, and unnecessary. The writer has used an unbroken sentence of 60 words to say that Eaton's millinery includes creations from Paris, as well as up-to-the-minute hats from their own workrooms, but he becomes lost in a mass of words, many of which mean nothing, so used. It was a good thing, however, for the ad.-man to get out of his system, and it helped to fill space, but a more simply-constructed announcement would have made more satisfactory reading to the people.

Features Children's Lines.

The Collister ad. (No. 7) is illustrative of the growing tendency to feature children's lines. Such a heading as this is always attractive to the parental eye. The subject matter, however, might have looked and read better had it been broken up into smaller paragraphs, and a cut

Two Stylish Models — Shown by the Smith-Runciman Co., Limited, Toronto.

(1)

The Ritchie Company, Limited - The Ritchie Complete Outfitters

The Millinery Section

is the centre of rare interest. All who have visited the department during the opening, have been delighted with the beauty and diversity of the new styles shown. The choicest conceptions of noted Paris and New York designers, side by side with clever creations of our own skilled milliners, that you may compare and judge the beauties of each. If you have not yet seen the display, don't miss it.

(2)

MAIL ORDERS CAREFULLY AND PROMPTLY FILLED

J. H. CHAPMAN & CO.

THE BUSY STORE

NEW IDEA FASHION PATTERN 10c EACH

THE POPULAR STORE FOR EVERYBODY

Open Saturday Night as Usual

Special in Trimmed Hats

Summer Styles, $4.75

(3)

AT R. MCKAY & COMPANY'S, THURSDAY, MAY 12th, 1910

Tremendous Clearing Sale of Trimmed and Untrimmed Hats

We have just received a big purchase of untrimmed hats in assorted straw, colors and shapes and in different kinds of braids. All this season's newest shapes and in different kinds of braids. All this season's newest shapes and in different kinds of braids. Regular $2.50 and $3. Thursday sale prices, 65c and 98c.

Children's Sailor Hats, in assorted colors, regular 75c, Thursday sale price 39c

Handsome Pattern Hats, in assorted colors, regular $7.50, Thursday sale price $3.98

Just received direct from New York, Hatters in the latest styles and materials, and all shapes and designs in velvet, straw, Regular price $12.50, Thursday sale price $5.98

(4)

Stylish MILLINERY

THREE ago a large shipment of the newest creations in Hat shapes have been placed in our Millinery showroom. A visit now to this section of the store will reveal the newest touch in Millinery art. A large display of Beautiful Hats are now to be sold at prices $3.25 $3.75 $4.50 $5 $7 $8 $9.50 to $15.00

1869 McCurdy & Co. 1910

(5)

Summer Millinery Opening

MONDAY, MAY 9th, 1910

The unquestioned style supremacy which Eaton Millinery has established at all seasons in presenting the first authoritative and comprehensive expositions of the new styles, will be most strongly emphasized on this very important occasion.

In this event will be featured, with exquisite effect and marked exclusiveness, many distinct and delightful departures from the present accepted types of millinery styles, presenting exquisite innovations as sanctioned by noted style authors of Paris, as well as many charming and original interpretations of our own artists which are not one whit less worthy than their Paris prototypes of your admiration and adoration.

(6)

Children's Week

(7)

The needs of the children are to the fore this week. New dresses, hats, gloves, ribbons, etc., are all desirable in the eyes of the young folk. This is children's week at this store and the various wantings are on display in windows and shelves and tables, in all departments. Special prices this week on all ready-to-wear dresses, etc.

GIRLS' TRIMMED HATS

Special preparations made for May Day hats. It has seemed almost impossible to overcome the demand for women's hats during the past month. It is just here that our immense stocks have been of such great assistance. No trouble to match and produce just the right tone or style of trimming required in adjusting this week the demands for children's hats we are fortunate in having a larger stock than usual of tops, pokings, pompons and fancy shapes as well as a splendid assortment of girdles, trimmings in ribbons, flowers, etc. Leave your order early and we will see that the hats are delivered before Friday.

W. S. Collister & Co.

THE STORE FOR WOMEN'S WEAR

(6)

Children's JACK TAR HATS!

How many mothers have been waiting to buy Hats for their Children. Well, they need wait no longer. Here's their chance. As soon as they SEE OUR CHILDREN'S

JACK TAR HATS

and examine them, they will be in the mood to buy.

S. MILLEY.

(8)

(9)

LINGERIE HATS
LINEN HATS
OUTING HATS

We are in position to offer you on Tuesday a selection from the very latest and very best of lingerie and linen hats which New York has designed for the summer outing of the present season.

Hats to sell at $7.50, $10.00, $15.00, $20.00 and $25.00.

Don't Forget the Kiddies'

Millinery Opening Tonight

Open Till 11 O'Clock

R. M. Hamilton & Compan

THE HOUSE FAMED FOR

(10)

SUMMER MILLINERY OPEN

THURSDAY

May 12th

And Following Days

THE JOHN WHITE CO., LTD., will present on Thursday and following days the newest summer millinery styles, and invite you to be present and see display

Summer Hats A

Always Pret

And this year they bid fair to eclipse any former claim to beauty for there are many wonderfully effective new ideas in the matter of both shape and trimmings.

Just to mention one or two—the lovely veiled or transparent effects, the irresistible beauty of the flowers and the abundant use of exquisitely dainty laces—but it's useless to attempt description—Come and see!

(11)

EAST END MILLINERY CO.

This week a special run in Mourning Bonnets.

We are making the newest and most exclusive styles of Mourning Bonnets and Hats in the city.

Coming half hourly that you would ready request to pay $10.00 for, we are selling for only $6.50.

You can do better here in mourning hats.

EAST END MILLINERY CO.

642 Westminster Avenue

(12)

LINERY G. KNOWLING

Clear & Untrimmed Hats

DAINTY UP-TO-DATE

HATS and BONNETS

FOR

WOMEN

CHILDREN INFANTS

GEO. KNOWLING.

(13)

SAILORS AND OUTING HATS

The Very Newest Shapes and Colors

A Big Shipment has just arrived.

Prices from $1.00 to $4.00.

Prompt attention given to Mail Orders.

THE MISSES YOUNG

(14)

MILLINERY

We have now on hand, one of the finest displays of Trimmed and Untrimmed Hats.

Also a large assortment of Children's Headwear.

MISS MORGAN, York St.

(15)

SUMME MILLINER

OPENING

Tues. and Weds., May 10th & 11th

A Select and Comprehensive Showing of Beautiful

Pattern Hats

Styles of Rare Exclusiveness. Newest Shapes and Trimmings of Flowers, Tulle, Chiffon, etc.

You are always welcome in our showrooms

Fairweather & Co., Ltd.

297-299 PORTAGE AVE. WINNIPEG and TORONTO

(16)

A Big Millinery Week

Today will see the close of the biggest Millinery week in the history of this store—We are bound not to take second place in this line and with a stock such as we are showing, no one need leave our show room without being suited—For Today we will have another lot of pretty new Hats ready besides abundant supplies of Beautiful Flowers, Foliage Ribbons and Trimmings of every kind which goes to make a first-class Millinery Store.

Big shipment of Dutch Collars, Dresden Neckwear, Fancy Embroideries, Collars, Jabots, Long String Ties, New Tailored Linen Waists, Wide Diagonal Serge Dress Goods, New Gold Dress Trimming, etc., etc.

"THE STORE FOR QUALITY" Newcombe's "THE STORE FOR QUALITY"

(17)

NEW

Hair Goods

A shipment of the latest novelties in Coiffure Accessories just opened up. They are the newest in hairdressing sundries and designed with every regard as to facility of arrangement.

Turban Frames

Parisian Puffs

Hair Pads and Padding

Puffers

Hair Nets

The Wm. Hunter Co., Ltd.

Dry Goods, Clothing and Furnishings, Boots and Shoes

Phone 541 516-520 Columbia Street, NEW WESTMINSTER

Samples of Retail Millinery Ads. for Openings and Special Sales.

Leading New Sailor Designs

At Popular Prices

ADELINE

Colors: White or Gold.

A Ladies' LARGE Mushroom brim Summer Shirt Waist Sailor ; MADE OF ROUGH SATIN FINISH JAP MAJESTIC BRAID. Trimmed in a wide Velvet Ribbon band and bow. The edge of the brim is decorated with a wide binding of Velvet.
Price per Dozen..... **$12.00**

LENOX

Colors: Black, White or Burnt.

A new LARGE Knox Block round crown Pompadour Sailor ; MADE OF ROUGH SATIN FINISH JUMBO STRAW BRAID. Trimmed in a band of Velvet Ribbon with bow of same at the back.
Price per Dozen **$10.50**

Our prices are so low that you gain a substantial saving after the duty is paid.

Here are illustrated a few of the really "good things" in NEW READY-TO-WEAR STYLES, specially designed for wear during May, June and Mid-summer season. They are the classy effects that are in demand and a few of them will brighten up your stock wonderfully. Our special Summer Catalogue (just off the press) contains a much larger selection. If you have not received one, a postal will bring it by return mail. Ask for Catalogue No. G 8. In this booklet we also list many special

CLEARING SALE BARGAINS

in stylish Millinery.

ATLANTIC CITY

Colors: Black White or Burnt.

A new LARGE rolling brim Knox block Sailor ; MADE OF ROUGH JUMBO STRAW BRAID. Trimmed in a Velvet Ribbon band with bow of same at the side.
Price per dozen **$10.50**

VICTORIA

Colors: Black, White or Burnt.

A Ladies' nobby, LARGE Mushroom Brim, rounded crown, Outing Sailor; MADE OF GOOD QUALITY SMOOTH NARROW MILAN STRAW. The crown is decorated with a wide band of velvet ribbon, with large bow of same at the side. One of our popular new summer ideas.
Price per dozen..... **$15.00**

MODISTE

MODISTE

Color: White with assorted trimmings.

A ladies' EXTREMELY LARGE Street Sailor ; MADE OF FINE QUALITY MOOTH NARROW MILAN STRAW. Trimmed in a wide Paon SILK Velvet band and bow. The brim is edged in wide binding of Paon SILK Velvet.
Price per Dozen..... **$27.00**

GLEN VIEW

Color: White with assorted trimming.

A Ladies' EXTRA LARGE Summer Sailor ; MADE OF FINE QUALITY SMOOTH NARROW MILAN STRAW. Trimmed in a wide and of Paon SILK velvet with bows of same bt the side. The under brim is decorated with wide band of Paon SILK Velvet.
Price per dozen **$30.00**

GLEN VIEW

CHICAGO MERCANTILE CO.

WHOLESALE MILLINERY

106-108-110-112 Wabash Ave. CHICAGO, ILL., U.S.A

or a few price quotations would have increased the pulling power. The ad. was two columns wide and about six inches deep.

The ad. of the East End Millinery Co., New Westminster, B.C., (No. 11), two columns wide and about four inches deep, is a good example. It talks about motor bonnets in a language suitable to that class of goods. It betrays no attempt to get too much into the space. It is the kind of ad. that knows when it has said enough and has said it well.

"Don't forget the kiddies," the feature line in the six-inch, two-column ad. of Hamilton & Co., is another type of announcement used to push children's lines. Though merely an announcement, it is a refreshing remove from the formality which is sometimes insisted upon. It has introduced an appropriate cut, and in its mechanical construction has side-stepped the danger of the make-up so prevalent in ads. of this class. As a curtain-raiser the ad. is a good specimen.

The Fairweather ad. is a dainty form of opening announcement. Here is an example which emphasizes the great fact that it is unnecessary for a house with a reputation to make a great noise upon features which the people know they can always expect. The store that stands high in the opinion of a class, or all classes, will find that for such an event as an opening very little general talk will suffice. The follow-up advertising will go into style details, which will make the exclusiveness self-evident. The ad. was two columns wide and about six inches deep.

The opening ad. of the John White Co. contains an idea which might have found more emphatic expression. Following the announcement of the day of the opening, it would appear to have been unnecessary to follow up with but few lines of talk about general features. The mention of one or two hats, with brief descriptions, could, in an ad. such as this, be made a strong feature. The ad. which gets the habit of good description, such as one frequently finds in White Co. ads., will be read, remembered and will sell goods.

The two special sale ads. of Chapman & Co., London, (No. 2), and McKay & Co., Hamilton, (No. 3), are both sections of larger ads. In the Chapman ad. the firm's name and the opening statement have probably been brought too strongly into contact rather than contrast, while in the McKay ad. the contrast is favored. However, these ads. illustrate in a special case an idea that should be carried out in millinery ads. generally—brief, snappy statement and description, which wastes no time in telling the reader what the advertiser wants her to know.

Give Prices an Identity.

McCurdy & Co., Sydney, C.B., (No. 4), might have improved their ad. by hitching some of the prices quoted at the bottom to something, by way of identification. So many figures lose their usefulness when so quoted. The buyer of millinery, where a new array of goods is announced, as in this case, prefers something that she can ask for at a figure.

No. 9 is a special item taken from the ad. of the John Murphy Co., Montreal. The item is merely one taken from a large ad. It is a seasonable announcement, and the open-faced type seems well adapted to the class of goods advertised. The extract may be taken as an excuse to refer to the distinctive tone which the Murphy Co. and other large firms aim at in their ads. The construction and general appearance are such that the readers know immediately on turning to the page that it contains the ad. The style of the ad. takes it out of general classification. This is the idea which the milliner must aim at in her advertising.

Newfoundland Ads.

Ads. No. 6 and 7 are of Newfoundland firms. S. Milley probably gives too great display emphasis to "Jack Tar Hats," illustrated, as the ad. shown two typical hats. The human interest idea has been introduced in the sentence, "How many mothers have been waiting to buy Jack Tar hats?" The merchant states, in the form of a question, that he is ready to meet requirements in a type of hat which is undoubtedly popular in Newfoundland. In such case the ad. undoubtedly did good work, but room could have been made for some descriptive matter and a range of prices.

The other Newfoundland ad., that of G. Knowling, is on more general lines. It conveys little information beyond what customers might be supposed to know of any store that carries millinery. Greater news value could have been given to it.

The two small ads., Nos. 13 and 14, are typical of many that give the impression of being squeezed into the advertising columns. The announcement by Miss Morgan, Fredericton, N.B., was taken from among other ads. of the same size, and owing to similarity of type faces, almost forfeited its identity. The ad. of the Misses Young, Fort William, is also at fault in not being sufficiently strong to assert an individuality. A "big shipment" of millinery was entitled to more attractive publicity.

The Newcombe ad. (No. 16) probably devotes too great space to the description of the week's success. After a store in a town such as Fort William has had a heavy run of four or five days in millinery, the people are pretty well aware of it, and the time has come for the merchant to make a feature of those hats which show a tendency to hang back. The news that there is still a large assortment would have been improved upon had one or two descriptions been given to prove that there was still some class to the goods remaining. The introduction of dress accessories in connection with a millinery ad. is a good one. The word "big" is used too frequently in this ad. There are so many words which sound better and are more appropriate in speaking of millinery, that its use, or at least its repetition in such a case is hardly excusable.

No. 17, that of the Wm. Hunter Co., is not a millinery ad., but it conveys an idea of an effective arrangement for a hair goods ad. It deals briefly and interestingly with the different kinds of coiffures, and was undoubtedly a good seller. Milliners who carry a stock of hair goods cannot attach too great importance to good, practical advertising at a time when so many different styles are in favor. This ad. was two columns wide and about six inches deep.

Rich Feather Novelties.

There is an increasing vogue for feather novelties, and the milliner, in producing handsone creations, for dress occasions is making use of rich plumes of ostrich, paradise and osprey. The variety and richness of these expensive feather effects was one of the marked features of the Toronto Horse Show.

R. C. Parsons, 54 Wellington Street west, Toronto, Canadian agent for Ph. Adelson & Bro., New York, is carrying a select stock of these rich goods, and has a varied choice of aigrettes, paradise and other expensive novelties.

No. 4 An original toque of green novelty tulle, with straw paillettes; trimming of green ostrich feathers. For details of construction see page 13.

Back views of some of the newest models, illustrating effective trimming designs for Summer millinery.

Notes from Debenham's Paris House.

Some of the latest advice received from Debenham's Paris House indicates that flowers are still being the leading article in trimmings for the Summer season. The small poppy in silk, and the velvet forget-me-not in black and white mixtures are two of the latest flowers being used.

They also anticipate a large white season of small and medium roses, pond lilies and foliage.

Lilacs are still selling very strongly in white and lilac shades.

Debenhams are showing a well-assorted stock in flowers, and speak well of millinery braids, in mohair, crinoline and straw mixtures, black, burnt and white being the leading colors.

In their hat department they have a splendid range of smart shapes for children and misses in Summer styles. Shapes are still very large, with a tendency to lower crowns, crinoline and chip braids being mostly used. White goods will be a special feature for the holiday season.

They report that their travelers will be on their respective grounds in about ten days' time with a complete range of the latest millinery creations and novelties for the Autumn season, 1910.

Colored embroideries on tussah in natural shade are being used to trim tussah gowns. Embroidered motifs of silk cord rat-tail, etc., worked directly onto the suit or gown decorate expensive garments. The Chantecler motif has been introduced here, but this promises to be only a passing craze.

DO YOU REALIZE

that an artistic silk woven label attached to your hats is the best advertisement you can have? It is an advertisement that stays active until the hat wears out, and the cost is very small!

May we make you some labels which will impress your name favorably on each purchaser, and anyone who sees your hats?

Our labels are strong, artistic and most effective.

Send for samples and prices.

CANADA LABEL AND WEBBING COMPANY, LIMITED

9 MORROW AVE., - - TORONTO

No. 5—Hat of bluish grey tagel braid, adorned with batiste embroidery and narrow batiste ruches. For details of construction see page 13.

Trimming Tendencies for Early Fall.

Fashion is in the making for the coming Fall, and buyers for the wholesale millinery houses are passing to and fro between Canada, New York and Europe.

An early line of feather novelties shown, reveals that many of the ideas are directly traceable to Rostand's much-talked-of play, and it is altogether likely that the Chantecler influence will, though of course, modified and made practical, play an important part in early Fall fashions. Though coque effects in plumes and hussar mounts were very much in evidence, preference must be given to the novelties in pheasant feathers. Here is an entirely original note and one that fits in with the present fashion tendencies. Beautiful mounts are made up from long tail feathers worked up with the varied colored breast effects in the gem-like irridescent plumage that clothes the neck and breast of the pheasant, and showing both the green and blue, the golden and brown, and the ruby colorings of that beautiful bird. These mounts tone in with almost any color, and milliners are sure to take them up.

Large wings, both singly and in pairs are shown. Some are entirely formed of clipped and curled over feathers and are specially intended for the trimming of beaver hats. Many of these wings in black or dark color have a narrow portion turned over of bright contrasting color, and this vivid color touch promises to be one of the features of the coming season.

Large feather pom-poms are another effect shown for the coming Fall. Pom-poms and mounts of badger hair are another novelty shown, and some handsome mounts are of feathers, quills and badger.

Though the very large hat fills the centre of the stage for the present moment, for Fall and Winter wear, the vogue of toques and turbans is predicted. The high tam-crowned model is looked upon with particular favor but, of course, new ideas will be advanced as the season developes.

Velvet has enjoyed very great prominence all through the present season, and there is no doubt as to its continued vogue. Plain and fancy bengalines and Oriental-printed fabrics are also much talked of.

The feature of the new millinery, as reported from Parisian fashion centres, is the use of the large ribbon bow. Massive bows of ribbon are heaped upon the crowns of the broad-brimmed hats and form the sole trimming of the large high toques, so much worn. A new idea is the trimming of large black hats with immense bows of broad ivory white taffeta, and large blue hats have bows of pale grey or pale cream-colored ribbon. These ideas do not strike one as very summerlike, but are excellent for Fall development.

Next to ribbons, plumes and wings are used and very large hats of violet or mauve straw are trimmed with shaded mauve feathers. The wings used are in bright shades of blue, red, or the new grey green.

The Queen Mother's Mourning.

The sudden death of the King has resulted in such a demand for mourning that in both the wholesale and retail houses, stocks have been practically depleted. In Paris, too, the great dressmaking establishments in the Rue de la Paix have put colors aside for the present, for the King's death has plunged nearly all the courts of Europe into mourning, and as court mourning will be worn for the next year, there has been a rush for mourning cloths from British patrons.

The Queen Mother, it is said, is adopting the Marie Stuart bonnet with the long heavy veil, entirely covering the face. Dull silks, crepe de soie, crepe de Chine and ninon are being chosen for mourning wear by the royal widow.

Black is very much worn at present and the death of the King will doubtless increase the vogue of both black and violet shades.

Merchants Returning Goods.

An importer of hair goods, discussing evils of cancellation of orders states:—"We have known a merchant to order a new line of hair goods, or other dress accessories from the traveler; the order is filled correctly and the wholesaler has no reason to expect that the goods will be returned. Perhaps, when the merchant is marking them off, one of his clerks will ask him why he bought that line, that she hasn't seen it before and that she doesn't think it will sell. The merchant then probably, without giving the goods a fair chance, decides to return the goods and the wholesaler has to pay express charges. Then perhaps the demand comes later on for the goods, and it has sometimes happened that the same lines are bought over again by the merchant. It becomes expensive to the wholesaler to sell the goods; travelers' expenses and express charges entering into the cost. Wholesalers do not object to take back a reasonable amount of goods, but in many cases they would appreciate more consideration at the hands of their customers in this matter."

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The Filling of Millinery Mail Orders

successfully and to the satisfaction of our customers has, by careful attention to details and the carrying of ample stocks, become a habit with us.

Those familiar with our methods, mail their rush orders, the ones they must have without delay, the orders that require intelligent handling to

BROCK & PATERSON, LTD.

TRY US NEXT TIME IN

Everything in Millinery and Novelty Dry Goods

MAIL ORDERS OUR ESPECIAL HOBBY.

BROCK & PATERSON LIMITED
WHOLESALE ONLY

ST. JOHN, N.B.
HALIFAX, N.S.

KING

SILKS ASK

Get the very best line of Silks into your Silk Department.

Yokohama
Chefoo
Lyons
Zurich
New York

The one sure way of getting the best lines at the best prices is to buy from Silk Specialists.

That's what we are. We maintain offices and branch warehouses in the world's leading centres of silk production.

We can show you a wider range of qualities and shades and give you better service in every way than any other house in the trade.

TRY US WITH AN ORDER.

This month we are offering special values in Black Silks (20, 36, 40 inches)

Taffeta
Pailette
Peau De Soie
Messaline
Duchess Mousseline

A. S. King Co., Limited

24 Wellington St. West *(The old Ishikawa premises.)*

Why Not Use Our Eyes?

We have branches in every fashion centre of the world. We seize every new idea, we adapt it to your trade, and our Import Collection shows the result.

WE STATE WITH CONFIDENCE

"OUR GOODS SELL"

NOVELTIES IN

DRESS GOODS, SILKS
RIBBONS, VELVETS
LACES, ETC.

Our travellers are now out with a complete range of samples.
May we make an appointment?

DEBENHAM & CO.

LONDON (Eng.)

TORONTO
BAY AND WELLINGTON STREETS

MONTREAL
18-20 ST. HELEN ST

VOL. II. NO. 3.

The Canadian Millinery Review

July, 1910

MacLean Publishing Company, Limited
Montreal Winnipeg Vancouver New York London, England

Publication Office, 111-127 University Ave., Toronto

Fall Import

All we ask is that you examine our line. It will speak for itself as regards Quality, Style and Value, and we are satisfied to leave the result with you.

SORTING

The Letter-Order Dept. is prepared to fill immediate orders correctly and promptly. We are fully stocked with summer lines and seasonable novelties.

The SMITH-RUNCIMAN CO'Y, Ltd.

Toronto
Ottawa
Hamilton
Winnipeg
St. John

Please mention The Review to Advertisers and Their Travelers.

The

Canadian Millinery Review

The Only Canadian Millinery Paper

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg New York Chicago London, Eng.

Publication Office: 111-127 University Ave., Toronto, Canada

JULY 1910

Season Calls for Initiative.

THE peculiarities of recent weather have not been conducive to good business in early summer millinery. Stocks which would have moved had the weather not been so unseasonably fitful have to be cleared out, for the milliner will not think of carrying over any quantity of goods likely to become a burden and a dead loss. Exceptional methods will have to be employed. The advertising which, in a good season, is apt to be neglected must be given a distinct message. Assertive publicity is necessary on an occasion such as this, and every other avenue open to the milliner anxious to dispose of her goods to an advantage must be considered. Newspaper advertising, special cards, window trims, a thorough scrutiny of the list of customers in order to ascertain what business has fallen off, should suggest some definite procedure. The mid-season promises to be an improvement and the milliner will have to convert it to best possible use. It is an occasion calling for initiative in the cultivation of her field, for manipulation of stock in a way that will appeal to customers, for people who have denied themselves one hat on account of weather may very often be influenced to change their minds once they are convinced of the class and style merits of the goods which they have temporarily eliminated from their wardrobes.

Room for More Ginger.

FOR the past few weeks, the large department stores have been making a strong feature of wedding toggery in their advertisements. Going-away and holiday millinery has been vigorously exploited. A glance through the weekly newspapers coming in from country districts, however, would lead to the supposition that the month of roses and the peaches-and-cream girl does not measure up to much in the estimation of the milliner in the town or village. Here and there is noted a small advertisement which has fastened the traditional character of the month to a special showing of hats, but it is mostly all-done in a half-hearted way. Meantime the mail order advertising is reaching prospective bridal parties and vacationers. There is room for a great deal of ginger in local millinery advertising.

Now is the time to carry out a display window campaign. The milliner can change trims frequently with very little effort. When large stocks have to be cleared out the window should be made to help. When properly conducted, it will sell the goods.

* * *

A stylishly-dressed lady entered a millinery department and asked to be shown some large trimmed street hats. She wore a natty turban which certainly seemed very becoming. The saleslady showed a number of hats which didn't answer, and then the prospective customer asked, "Would you advise me to try a small hat?" "Well, I hardly think it would be the most becoming," thoughtlessly replied the saleslady, "Thank you," replied the other, "but I'm afraid our opinions will have to differ on that point." She thereupon lost interest and what might have been converted into a sale went elsewhere. It doesn't pay to obtrude one's own opinion, and the salesperson's tact should be guided by her observation.

Dainty Hats and Exquisite Gowns at Woodbine Races

Individuality Notable Feature of Millinery, with Dark Effects in Favor — The Chantecler Vogue Noted — Soft Satins and Satin Foulards Much Worn —Striking Gowns of the New Mummy Type — Lace Flounces and Puff Skirts.

TORONTO entertained many notable visitors for the Spring race meeting at the Woodbine, and many exquisite gowns were worn. As at the Horse Show, millinery constituted a great display, and the close rivalry existing between the large hat and the large turban was a marked feature. Had the weather been more Springlike, there is no doubt that the large hat would have been out in greater preponderance, but turbans were nearly as numerous as large hats.

Hat fashions are varied this year and women have taken advantage of the fact to wear creations that are both individual and becoming. Crowns as a rule are medium, but some very large mob effects were seen. This was particularly the case when the hat was black, the crown being covered with wired loops of tulle or lace. Another marked feature of the millinery worn was the liking for dark effects. Black hats were numerous, and many hats matched the gowns which were in many cases dark in color. Black and white was also seen and much more frequently the black hat trimmed with color. Even when the hat was of leghorn or some light straw, the trimming would be either black or some strong color. King's blue was the color most used for this purpose, but emerald green, Chantecler, and deep orange were all used as well as much black. Oriental printed silks and chiffons were another novelty noticed for hat trimmings. Emerald green was often used in combination with Chantecler pheasant effects. As a rule, the hat was of leghorn or Java, or of fine Milan with the brim rolled back to the low round crown and held by a pheasant mount consisting of head, breast effects, and long tail feathers.

A typical group at the races, showing smart millinery. The first figure wears a modified hobble skirt that is likely to be a popular development of this style.

Very noticeable was the touch of high color as a relief both in black, and on light colored hats. Chantecler red, King's blue, cerise emerald, and mandarin were all seen combined with black.

There was a group of three that made a vivid splash of color where they were standing. They wore suits of natural tussah in the linen shade, and their hats were of leghorn. One was wreathed around with shaded nasturtiums, and a large bow of mandarin velvet at the side; another of the three had her hat trimmed with vivid red poppies and a bow of Chantecler velvet; while the third hat was trimmed with light and dark cerise.

Rose-wreathed hats were much in evidence and one or two were seen with the wreath passing through slits in the straw and forming with ribbon a cache-peigne. Lace-trimmed hats and hats veiled with net or lace were very much worn.

Large flat hats were covered with colored crepe to match the dress. These had mushroom brims and were trimmed with narrow pleatings, and hand-made roses of narrow taffeta, satin or Dresden ribbons and with foliage of gathered silk.

By no means all of the hats were flower trimmed, many of the handsomest having rich plumes and feathers. One hat, much admired, had the brim hidden under a drape veil of mauve chiffon while the crown was covered with feathers so arranged as to form a high mob crown. The drape veil matched the gown with which the hat was worn, and the feathers were of the new deep bronze green shade.

Many shaded plumes, particularly in willowed effects, were worn, as for instance with a brown chiffon gown over

soft satin the hat was massed with brown and blue plumes. A blue satin gown was veiled with grey marquisette, and the hat of grey tagel had plumes of grey and blue and a large blue velvet bow.

Very many black hats had plumes of Royal blue, and a stunning Paris model was massed with turquoise blue feathers.

Aigrettes, as a rule to match the dress were worn in many toques, and a pretty hat of black tagel had a feathery mass of white osprey covering the crown.

The very large ribbon bow was a feature of many hats, and one smart toque had the appearance of a large ribbon

One of the new narrow-skirted gowns with over-drapery of flowered chiffon

bow of wide shaded ribbon. These bows, as a rule, were of taffeta but large velvet and soft satin ribbon bows were also seen.

Veiled Satins and Foulards.

Though the weather, on most days, was decidedly threatening, fewer women were wearing the strictly tailored suit than is usually the case. Many of the gowns were elaborate. Soft satins and satin foulards were much worn and they were often veiled with chiffon, silk voile, or lace. Often this over-dress was of the color of the under-dress. Thus, a gown of rose satin was completely veiled with an over-dress of chiffon of the same shade.

A pale blue satin gown veiled with tulle the same shade, hand painted, was worn with a cloak of shell-pink satin. Another day the same woman wore a gown of gold-colored satin with diamond ornaments.

Soft satins and foulards veiled with lace, net, chiffon, or ninon were worn. Often the over-dress was of the same shade as the gown. Thus a gown of orchid or rose satin was completely veiled with the over-dress of the same shade, or one of the King's blue foulard patterned in white was veiled with a chiffon of the same vivid blue.

A gown of mauve satin had an over-dress of net a little darker, elaborately embroidered with rat-tail satin. Many Persian printed chiffons were worn and gowns of vivid Oriental printed silk had over-dresses of either black, nickel grey or navy blue chiffon. Trimmings of Persian-printed silk were also much used.

Short, Straight Sleeves.

Many of the smarter gowns showed a decided leaning towards the second Empire styles, but the greater majority showed the peasant influence and the draped waist with the sleeve cut in one with the waist. Sleeves on all but tailored suits were short and straight reaching as a rule barely to the elbow. Long white kid gloves were worn with both dark and pale colors, though in some cases an under-sleeve of lace matching the guimpe, was worn.

The new mummy skirts were the latest note. These narrow, drawn-in skirts are the latest from Paris and, as worn, these are so tight that it is a matter of difficulty to walk in them and to enter a carriage or ascend a flight of steps the skirts have sometimes to be lifted as high as the knees in front.

The skirts seen at the Woodbine, though very striking, were very decidedly modified. Two dresses in particular attracted a lot of attention as they showed all of the most salient points of the latest mode. They were extremely simple, not to say severe, in line and effect, but their most striking feature was their length. Paris has adopted extremely short skirts and the skirts of both these dresses were so very short that not only the ankle was exposed but quite three inches above. The suit was most severely tailor made and was of some smooth-finished grey worsted fabric. The hip-length coat was built somewhat after the style and cut of the pony coats worn some few seasons ago, only more straight up and down. The skirt had a band almost knee high with a straight panel at the back, the whole garment being cut upon the skimpiest lines. The stockings were grey to match and smart patent leather pumps were worn. With this suit went a draped turban of Chantecler tagel straw with an osprey of the same vivid shade at the side and a parasol of the same color.

The other dress was of nut-brown foulard with a cream pattern. The skirt was in mummy style shirred into a band of the same below the knee. The waist was cut peasant-fashion and the straight scant sleeves reached barely to the elbow. The silk stockings were nut-brown with cream clocks and the pumps of bronze kid.

Will Influence Hosiery.

Many gowns had lace flounces and puff skirts tied quite low down with a ribbon sash. One of the prettiest of these was a white Swiss with a sash of turquoise blue.

Should these extremely short dresses become fashionable, it will mean great things for the hosiery department.

The silk gown and the silk tailor-made was in high favor. Elaborate gowns, as before indicated, were of

Dress at the Woodbine Races.

Rivalry between the large hat and the turban.
Satin and satin-finished fabrics much in evidence.
Many gowns veiled with chiffon, ninon or lace.
Strong Oriental touch given by the use of Persian, cashmire and Paisley-printed fabrics.
New mummy gown makes its appearance, though not in its extreme form.
Blue the leading color.
Lace drape veils worn.

A HANDSOME FALL PICTURE MODEL — SHOWN BY THE SMITH-RUNCIMAN CO., LTD., TORONTO.

satin, chiffon, ninon, etc. Some very beautiful gowns were of silk crepe, both plain and brocaded.

Smart Tailor-mades.

Quite a number of smart tailor mades were of satin or foulard. Silk cashmere was also used for plain-tailored suits and tussah and pongee in the natural shade was very much worn. Very elegant was a black silk cashmere dress.

Smart group at the Woodbine. First figure from the right wears a Paris gown of nut-brown foulard, showing the very short hobble skirt now so fashionable in Paris

This was most severely tailored, with the new banded skirt and a fancy cut hip-length coat of black silk cashmere with facings of China blue.

Another smart silk tailored suit was of pearl grey silk cashmere and twilled foulard with a diamond figure in old blue, and dull pink outlined with a line of darker grey. The top of the skirt was laid in wide pleats pressed perfectly flat and placed into a band, about knee high, of the plain silk. The coat was hip-length and of the new shape, with the back showing a diagonal seam and with the front fastening diagonally across. The collar, which was square at the back, was of fancy silk and was notched in front, finishing well above the bust.

Pongee and tussah suits in the natural shade was very much worn generally showing facings, pipings or bands of foulard.

Where colored suits were worn, they were of the silk and linen or cotton variety and had shawl collars and cuffs added of white linen.

Little dresses made of foulard, natural pongee, messalines, soft satins, and soft finished taffetas were very much worn. There were quite a number of black and white check taffeta dresses and a few were of Dresden-patterned silk. Pipings of Empire green, Chanteeler red, orange, and Oriental printed silk were used as trimmings. Accordion-pleated dresses were also worn and both the waist and skirt were pleated.

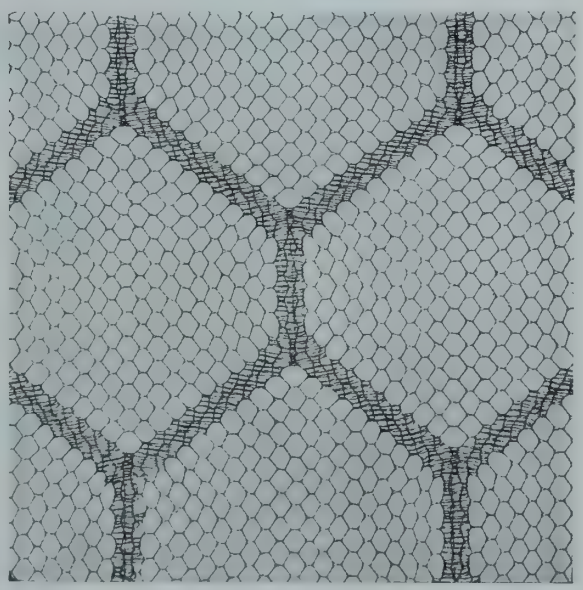
A very smart gown was made, in this fashion, of taffeta in the new bronze shade. Another taffeta dress was of black and white check and had the deep band of emerald green. Very many handsome lingerie gowns were worn.

Dressy Wraps.

The wearing of such light-weight fabrics makes a wrap a necessity, and some of the wraps worn were very striking. Many capes were developed in black satin or deep shades of blue, but practically all the novelty shades were in evidence in satin, broadcloth or chiffon. Quite a number were in the shape of a mandarin's coat and were adorned with Oriental embroidery and finished with heavy silk fringe while several were of gold-colored cloth or satin. These wraps were in many shapes and were so popularly worn that it points the way to extensive sales. They were in rose, and sky, in mauve and violet, in gold, canary yellow, pinkish tan and pale grey, as well as the many shades of blue. As a rule, they had little trimming, but often there was a peep of lining if a contrasting shade showing or there was a color of black.

Revival of Lace Drape Veils.

Lace drape veils in both black and white are selling and as things look now promise to be as popular as they were a few years ago. That this revival was imminent has been indicated before in the pages of The Review. The veils are worn not only over the brim of the hat and covering the face but hang free and caught together behind. These veils in both black and white are selling and often the white veil is worn with the black hat. These



Chantilly Hexagon, one of the new veilings, shown by Debenhams (Canada) Limited

loosely-hanging veils are very becoming with the wide brimmed hats now worn.

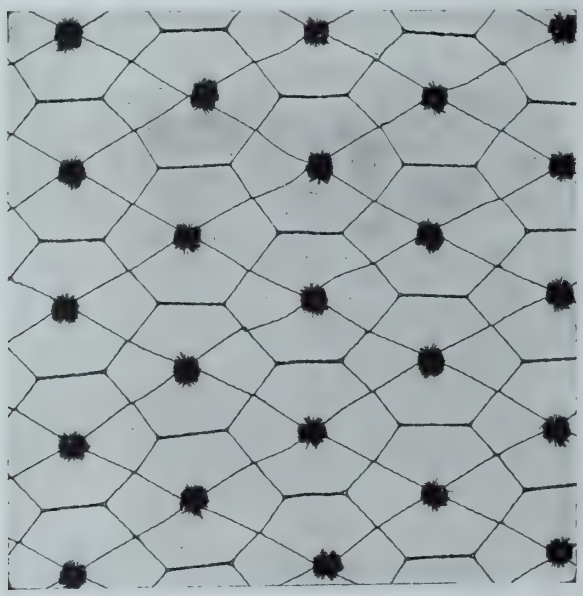
Though there is a demand from a certain class for extreme meshes the less unobtrusive nets are the big sellers. Hexagons in fine and medium meshes are taking well, and the hexagon and bugle meshes with woven spots are in good demand.

Fall Millinery Styles Now Taking Definite Shape

Buyers Have not Forgotten that Beavers were Scarce last Season — Pressed Fabric Hats — Fancy Bengaline and Rich Brocaded Silks — Models Deceptive as to size — Pronounced Droops and Large Head Size.

With the end of the season so clearly indicated, interest is now centering upon the coming Fall. The advance styles, based upon the late models that have made a success during the present season, are beginning to be shown. These novelties are of domestic and New York origin as Paris has not begun to move as yet, and no authentic Fall fashion news can be had from that quarter for fully a month yet.

Beavers are selling, particularly black. Black beavers were scarce last Fall, and buyers have not forgotton this fact. Some very handsome models are shown in pressed fabric hats. These are developed in two colors of the one fabric or in two colors and two different fabrics. Silky hatter's plush is used and is developed into some very handsome hats.



Hexagon Net, chenille spots, one of the new veilings shown by Debenhams (Canada) Limited

Rich brocaded silks are shown with the underfacing of hatter's plush or velvet. Another new fabric is fancy bengaline in the new crepon and cord effects. White with black underbrim, Chantecler and black, Dauphin blue and black, Empire green and black, champagne and black are the leading colors.

Paisley-printed satins are also used for covering pressed hats, and are used either for the underbrim or the covering of the crown. Pressed satin and velvet shapes are also shown.

Sizes are Deceptive.

It is said that there is a tendency for small hats manifesting itself but the majority of shapes shown are only small by comparison with the very large hats now worn. Many models are deceptive for owing to the very gradual sweep of the droop to the roll, their size is very deceptive.

The hats at present shown have this pronounced droop and the large head-size, and all set well onto the head. This is equally true of the small Continentals as of the Chantecler and other models.

Hoods are showing for development into turbans and it looks as though draped turbans on the Arab lines would have a new lease of life. The velvet turban, particularly in black, is expected to be a factor.

Trimming effects shown now are chiefly confined to fancy feather effects, aigrettes, military plumes, bird and fancy feather mounts, etc., large pliable wings, peacock pom-poms, marabout and natural owl effects, etc., imitation paradise, coque and birds, etc. Ostrich, particularly in willow effects, are doing well.

The New Colors.

The new color card is out but there is absolutely no reliable information at present to be obtained as to the colors that will be featured during the coming season. The new colors run from medium to exceedingly dark shades verging in many cases closely onto black. All the shades are clearer, the greyed colors fashionable for so long seem to have had their day. The relief and trimming colors are decidedly bright, not to say brilliant.

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FINE CLEAR NET VEIL; DESIGN IN "BRODERIE LYONNAISE" —SHOWN BY DEBENHAMS (CANADA) LIMITED, MONTREAL.

How to Make, Drape And Trim Modern Millinery

Details of Construction of Five Examples of Fall Styles — Dress Hat, Large Picture Hat, Mushroom Model, Ribbon Turban — Street Model of Silk and Velvet.

Hats Described in this article are illustrated on pages 9, 12, 14 and 16

No. 1.—The hat on the cover. Medium-sized dress hat of green velvet, with draped crown and flower trimming. Frame measurements : head size, twenty inches ; front wire, four and one-half inches ; back, five and one quarter inches ; sides, six inches ; outside wire, fifty-one inches. Base of crown, thirty inches ; height, four and one-half inches ; diameter of the top, eight inches.

The frame is made in willow, with a slightly rolled edge, cover smoothly with soft muslin, and bind the edge with a bias piece. The brim is covered plain with bronze green velvet having a slip-stitched edge. Drape one-half yard of velvet over the crown. For the side crown cut two pieces of velvet on the bias, one-half yard each and join together. On each edge and in the centre run a tuck one inch wide when finished. The tucks are drawn up on strips of folded muslin, made wide enough to run into the tuck easily, and yet must fit the tuck. This is placed round the crown making the join at the left side front where it is finished with a mount of flower and foliage, in the same tones, and a twist of velvet. There is a fancy cabochon at the right side of the crown. One and three-quarters of a yard of velvet on the straight and one yard on the bias will be required for the construction of this model with the flowers and cabochon for trimming.

* * *

No. 2.—Large picture hat of bisc velvet with trimming of willow plumes. Measurements of the frame : head size, twenty-one inches ; back, seven inches ; front six and one quarter inches ; right side, eight inches ; left side, seven inches ; outside wire, fifty-nine inches.

Base of crown, thirty-one inches ; height, five and one-quarter inches ; diameter of the top, seven and one-quarter inches. The frame must be carefully bound and covered with muslin, as the whole hat is covered plain, the facing being sewn in over a fine silk wire at the edge. Four willow plumes are arranged at the right side, so as to hide their own stems, being sewn near the base of the crown. A single brown, bronze tissue rose catches up the brim at the left side front. Two yards of velvet will be required to cover the frame.

* * *

No. 3.—A medium sized mushroom model, with shirred ribbon brim, velvet crown, with wreath of roses. Frame measurements : head size, twenty inches ; front wire, five inches ; back, five and one-half inches ; sides. six inches ; outside wire, forty-seven inches ; base of the crown, thirty inches ; height, four and one-half inches ; diameter of the top, nine inches. The frame for the brim is made in wire and covered with muslin.

For the construction of the brim we use ribbon nine inches wide, and two yards long. For the upper brim, run a tuck one inch wide and one-half inch from the edge of the ribbon. Another the same width two and one-quarter inches from the first. These tucks are drawn up to fit the brim on. Muslin strips, folded to fit, but so they may be easily run in to the tuck (the thread also being drawn up.) Sewing the first tuck to the edge of the brim, having the one-half inch finish over the edge to the facing, making the join at the centre back. The facing is a piece of the same ribbon shirred at the edge on a fine wire, and again two and one-quarter inches from the edge, the fullness being drawn up to finish the mushroom brim and the head size. For the crown take one-half yard of velvet in a darker shade of the same tone, with which the crown is covered almost plain, pleating it in loosely at the sides to fit. The crown frame should be of pressed willow. Sew the crown to the brim firmly. The base of the crown is finished with a wreath of tissue roses and foliage toning in with the hat, and a twist of the ribbon. A flat bow of ribbon across the back with one long tie finishes this very becoming model. Materials required : one-half yard of velvet, six yards of ribbon and the wreath of roses.

* * *

No. 4.—A stylish ribbon turban, in blue shadings, with cabbage rosette trimming. Frame measurements : head size, twenty inches ; brim wires, three and one-half inches ; face wire, thirty-seven inches ; height of coronet, five inches ; top coronet wire, thirty-six inches. Base of crown, twenty-six inches ; height, six inches ; diameter of top, eight inches. The frame is covered with muslin, the brim faced with ribbon, sewn plain round the edge, and side pleated to fit the head size. Take one yard and one-quarter of ribbon, nine inches wide and run in seven cords, this is sewn almost plain round the brim and joined at the left side. For the crown three-quarters of a yard of the ribbon corded is used, which is drawn over to finish at the left side under the rosette.

For the rosette cut a disc of rice net, six inches in diameter, wire and bind with muslin. In making a cabbage rosette, sew the first row of the ribbon over the edge of the disc, pleating in to fit so that the edge of the ribbon will stand up. Continuing the ribbon round and round until the rosette is complete to the centre.

Two yards of silk ribbon is required for the corded turban, and for the rosette four yards of satin ribbon in darker shade, and five inches wide.

* * *

No. 5.—Street model of brown bengalene silk and brown velvet, ribbon trimming. Measurements for the frame : head size, twenty inches ; brim wires, three and one-half inches ; outside wire, thirty-six inches. Base of crown, twenty-eight inches ; height, six inches ; diameter of top, seven inches. The frame here is of pressed willow, bind the edge with muslin. Cover the top of the crown plain with velvet, and also face the brim with the velvet.

Cut off three-quarters of a yard of bengalene silk on the bias, and fit plain round the edge of the brim, join in a circle and sew raw edge round the brim, draping the rest so it will fit closely to the top of the crown. A finished fold of velvet is basted over the edge and stitched with the machine. A standing bow of wired ribbon, consisting of eight loops and knot, at the back of the model finishes this very smart street hat.

Three-quarters of a yard of bengalene silk, with three-quarters of a yard of velvet in the straight and one-eighth on the bias will be required for the construction of this model. Three and one-half yards of ribbon for the trimming.

No. 2.—Large picture hat of bisc velvet, with trimming of willow plumes. See details of construction on page 8.

Parisian Color Card Gives First Hint of Fall Millinery

Brighter, Clearer Shades than Have Been in Vogue for Several Seasons — Transparency of Color and Fabrics — Chip has Forged to Front in Summer Hats — Panamas Selling Well—Pressed Hats Outstrip the Hand-made Effects.

Staff Correspondence.

Office of Canadian Millinery Review,
160 Broadway, New York, June 10.

PARIS has sent us her first contribution in Fall ideas with the syndicate color card, headed with a series of six shades of purplish blues, designated as Comete. These are quite different in character from king's or royal blue, having a decided purple cast. It is a question of grave doubt whether these shades are not more purple than blue.

Tarragon is the name given the next series, which are also rather indefinite, and may almost be described as bronze. The lightest shade of this series, while greener, still suggests the darkest shade of the Toison d'Or series, which occupied second place on the Spring card.

Jacot blues, six shades, all dark, follow. These are electric blues under new guise, and are sure to be good. Three violets, called Irene, follow, and then six warm mahogany shades, called Girofle, or wall-flower. Three brilliant Irish greens follow, under the classification of Monjik.

Next we find six red purples on the dahlia tones, to be known as the Nebuleux shades, and already one hears this term. Regent is the name given three yellows of totally different character, the lightest is butter color, the second orange and the third a very vivid orange.

Bois-Sacre follows in six shades, from an old rose to the deepest of shades hardly off black. Three cold greys, Minuta, follow, and these, in turn, are followed by Chasselas greens, six shades of the bottle green variety.

Dauphin blue in three shades gives us a touch of the now popular king's or royal blue, and then we find Faisane shades, which have the burnt brown quality peculiar to burnt senna.

Dull mauvish purples, under the classification of Raisaine, come next in three shades, differing very little in tone; then come six dull Quakerish greys, to be known as the Pintade shades, and these lead us to Sarcelle, a trio of shades which are almost as much green as blue, and are the colors one finds on the wild duck's wing.

Brilliancy is the keynote of the Flamant shades, six light and violet reds, shading from musk-color, a vivid pink, to bright red. Here we find the Chantecler influence, although the tones are slightly dissimilar. In direct contrast to this garish series the card ends with Phoque, three shades of taupe re-christened.

Veiled Color Effects.

As was to be expected, the card brings us brighter, clearer shades than have been in vogue for several seasons. Transparency, not only of fabrics, but color, seems to be the present aim. Yet many colors are curiously indefinite. Particularly is it hard to separate blues and greens, and purples and blues.

It is possible to obtain the effect of these elusive shades by veiling one material with another. If the changeant taffetas or metallic tissues are veiled with chiffon, the color effects are remarkably effective. This does not necessarily mean when the same color in a lighter or darker shade is used for both the upper and lower layers of materials, but quite as much when entirely different colors are used.

Black maline used over white is one of the season's most prominent fancies, and, as we know, bright flowers are clouded with lace or tulle.

There are many who predict the small hat for Fall, but present indications give very little reason for this, unless one argues that Fashion jumps from one extreme to another. It is not at all unlikely that medium-sized hats will find favor, but these will still be large, except in comparison with what has gone before. There is no notable decrease in the headsize anticipated, so that even if small hats come in again they are quite sure to envelope the head, and hug the ears, after the present approved mode.

Dull Millinery Season.

If Halley's comet is responsible, as wise men tell us, for the unseasonable weather that has swept the country during the last thirty days, then Halley's comet is responsible for the present millinery situation, which is dull all over the country, but not noticeably so in certain Fifth Avenue and up-town establishments. It was, as we know, an early season, and one that started off with a rush, so that the unseasonable weather probably hasn't done as much damage as it might otherwise have done, since practically every woman in New York had bought at least one hat, before it started in.

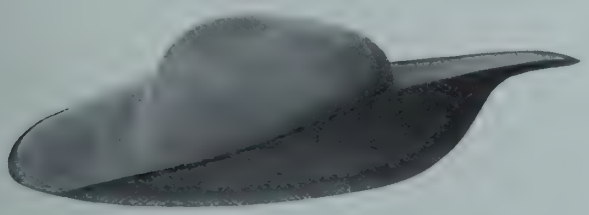
The shops are now showing Mid-Summer effects in lingerie and shirtwaist hats, sailors and summer felts. Fashionable New York is preparing for its Summer exodus and business in these goods and in motor bonnets has been far from dull. It is a curious fact that as the season advanced, leghorns which were thought above rubies in value, decreased rather than increased in favor, and, therefore in value, and chip forged to the front, particularly white. Pineapple braid is the braid used for the smart sailor and shirtwaist hats in burnt, black and colors.

The Fall Color Card.

Comete—Six shades of purplish blues.
Tarragan—A range of bronzes suggestive of the Toison d'Ox shades on Spring card.
Jacot—Six shades of dark electric blues.
Irene—Three shades of violet.
Girofle or Wallflower—Six warm mahogany shades.
Nebuleux—Six red purples.
Regent—Three yellows, the lightest, a butter color; the second orange, and third a vivid orange.
Bois Saire—Six shades, from an old rose to a very deep tinge, hardly off black.
Minuta—Three cold greys.
Chasselas—Six shades of bottle green variety.
Dauphin—Three blues suggestive of King's or Royal blue.
Faisane—Shades having the burnt brown quality.
Raisaine—Three dull mauvish purples, differing little in tone.
Pintade—Six dull Quakerish greys.
Sarcelle—A trio of shades almost as much green as blue.

Dainty Midsummer Effects.

Panamas are selling well, as are peanut straws and Madagascar panamas for those who cannot afford the genuine. These are banded or draped with figured crepe, or foulards and are quite as large as the dressier models. Pressed hats have far out-stripped the hand-made effects, although now that the embroidery and lace hat is coming into vogue the pressed hat will have a rival. These dainty Midsummer effects often are made on the familiar lines of the Charlotte Corday and have deep curtain edges of lace. They may be any size, although the smaller cap-like hats



Chantecler Model — Shown by D. McCall Co., Toronto.

are really the smartest. Lace is very fashionable for gowns and coats, as well as millinery, the preference being for the fine net ground lace, such as Chantilly. It is expected that lace will be much used this Fall. There is also a persistent rumor that steel trimming is coming our way again to take the place of jet, which is a thing of the past.

In wholesale circles, the season ahead is looming up and the steamers are carrying our buyers across the briny even at this early date. The consensus of opinion on the present season is that it has been a very profitable one, for almost every kind of trimming has found favor.

There has been no run on any one flower. American Beauty roses lead but there have been quantities of small roses sold, as well as lilacs, hydrangeas and bouquets and wreaths in which several flowers are combined. King's blue, to be sure, has been the most popular shade for any length of time, although, for a while, Chantecler red was in brisk demand. As far as that goes, there is still much red, although one doesn't hear it called Chantecler. Burnt, black and white and blue are the strongest at present, with cerise red and rose followed closely by heliotrope. Velvet ribbon, black and colored, heads the ribbon list and aigrettes head the list of fancies. French plumes are gaining daily over willows, and shapes, while not freakish in line, appear to get bigger and bigger despite the persistent rumor that medium hats are coming with the Autumnal gales.

Good Ribbon Prospect.

The quietness that has prevailed in all lines has affected the ribbon department, and some price cutting of heavy lines, more particularly in fancy Dresden effects, is now in evidence. As soon as the weather improves the prospects are excellent for the ribbon department. The hat with ribbon trimmings taking the form of immense bows is very much worn in Paris, and it is not only the large hat that is ribbon trimmed but the small toque is also decorated with these large bows. And no small yardage suffices, but 5, 6 or 7 yards are the lengths used for the large looped affairs that are selling. Paris is favoring the bow of white, ivory or grey taffeta or velvet ribbon for trimming black and blue straws. Pleatings of ribbon are also much used on hats, and for this purpose the colors favored are King's blue and Empire green, and newer still, the new Oriental printed effects. Wide Oriental-printed ribbons are used to drape the crowns of the new early Fall hat, and narrow satin and corded ribbons are used to make up into hand-made roses, etc.

Persian and Oriental patterns are the leaders of the moment and it is expected that their vogue will extend well on into the coming Fall. These are most effective when combined with plain color and as a rule are used as the border for satin or Ottoman ribbons.

The fact that the girdle is indicated strongly for the coming Fall ought to be of great importance to the ribbon department. When girdles were worn before ribbons were much used in their development and doubtless the same will be true of the coming season.

The Lingerie Hat.

It is expected that lingerie models will be very much in evidence during the next two months. Lingerie is a term that embraces a wide range of materials, and besides indicating the hat of washing materials, has come to be employed when the hat is of net lace or embroidered lawn, and even when straw enters into its composition.

Mid-summer millinery is exhibiting a pronounced return to the mushroom shapes, and were it not for the bandeaux used, women would be completely buried in the new shapes. This makes the size of the shapes very deceiving and what is really a large hat only appears of moderate dimensions when upon the head. The capeline or shepherdess shape is also favored for Summer wear.

Decidedly Corday in effect are many of the new lingerie models, and hats of this type are developed in lace and malines, as well as in dotted Swiss and all-over embroidery with the brim of lace or Swiss flouncing. Many of

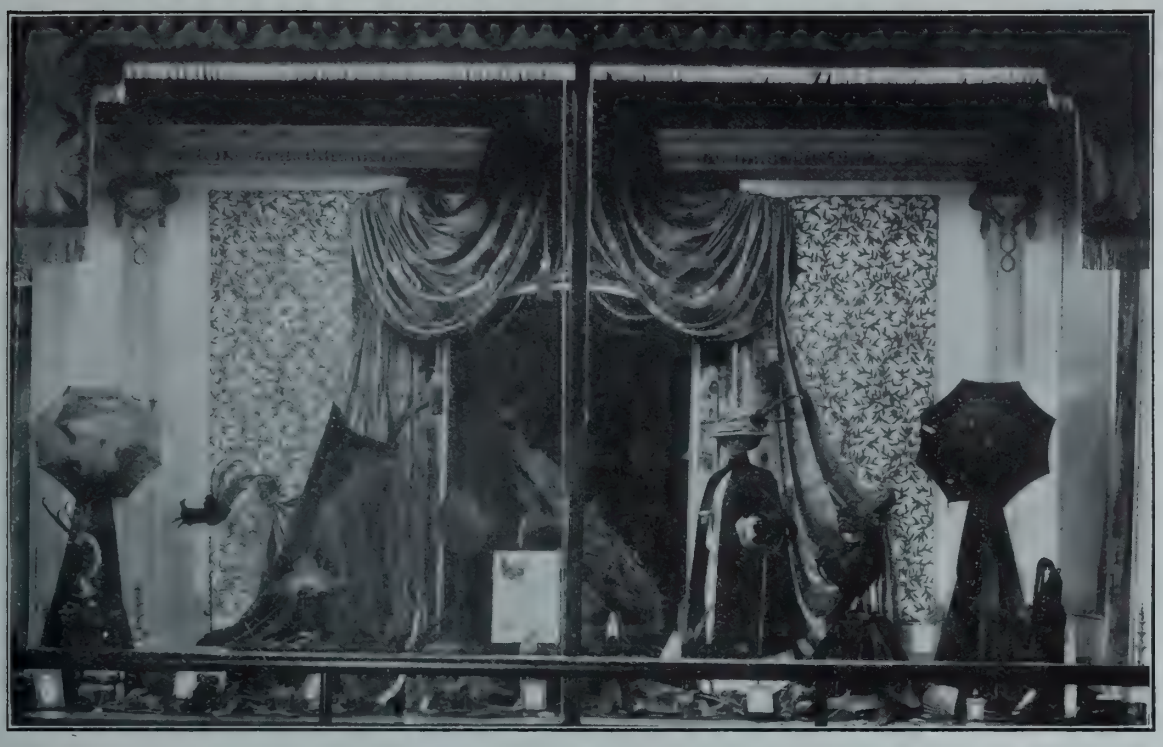
Pretty lingerie hat of fine dotted Swiss, the brim of fine batiste embroidery, with a wide very soft ribbon threaded through the holes of the pattern and slightly drawing it in at the edge, making a becoming frill around the face. The underbrim is faced with pink crepe lisse, and the trimming consists of a spray of hand-made ribbon buds and foliage.

these hats have a flange of leghorn about two or three inches wide.

New models are appearing with both the crown and brim covered with inch wide ruffles of valenciennes lace.

The smart trimming consists of made ribbon roses, roses of shirred velvet and foliage made out of shirred green ribbon.

No. 3.— Medium sized mushroom model, with shirred ribbon brim, velvet crown with wreath of roses. See details of construction on page 8.



Chantecler window by H. Hollingsworth for the Robert Simpson Co., Toronto. The color scheme was red. In the centre of the window was a large peacock. At the left a half shell form was draped in red silk, decorated in front with Chantecler feathers. To the right was a wax figure with red opera cloak which had an embroidered hem in rooster effect. The collar of the cloak was decorated in the same way. Scattered throughout the window were feathered fans, red bags, belts, gloves, hosiery and shoes. There was a Chantecler rooster, specially brought from Paris for display purposes. Chantecler millinery was displayed, trimmed with red feathers, and red neckwear was also represented: ladies' ties were displayed embroidered with rooster effect. A red parasol was shown on the right side, while on the left was a Chantecler parasol, brought from Paris, of fawn color, with hand-painted red roosters.

How Weather has Affected Business.

The passing season has been a disappointing one, both to the wholesale and the retail trade. There has been a large business done, and quantities of goods sold, and therefore the season cannot be considered as a real failure. Preparations, however, were made for a record season, but these anticipations have not materialized. The sole reason for this is to be sought in the cold and wet that has prevailed during the past months of April and May. The results of the season show how very dependent the millinery business is upon the weather.

March opened the season with lovely spring-like weather, and in addition, Easter day fell at an early date. This started the season's selling in great shape, and business was all that could be desired, the only trouble being to get the goods quickly enough in many lines. The change in the weather in the early days of April and continued wet and cold since that date has worked a serious change and selling in all lines has fallen flat.

Even though the weather clears and becomes more genial, it will not entirely save the situation—for the call will be for Summer goods.

Owing to the fact that both the wholesale and retail trade have stocks on hand, and were unwilling to anticipate, should a demand spring up there will be an undoubted shortage of Summer goods. As manufacturers are preparing for Fall, they will certainly not sacrifice the coming to the passing season.

The retail trade is making strenuous efforts to clear stock, and on the less desirable lines, considerable price-cutting is being done. Travelers are out with Fall lines, but as stocks are not in good shape, the placing season is not proving as good as usual. This must mean that heavy buying must come later, as trade conditions were never better in the Dominion. Crops prospects are decidedly good and business is in a healthy state.

As the Summer advances the maline hat promises to come into greater prominence. Two colors of maline are often used, one veiling the other and giving a changeable effect. Black over white is most used, but black and blue, grey and blue, grey and pink are other good combinations.

Some of the New York milliners are reviving the method of covering hat shapes with maline that was so fashionable a few years ago. The maline is cut into strips and is carried from wire to wire and is held by wrapping around the wires. To make a hat of this class, extra wires are put into an ordinary wire shape.

Some exceedingly dainty color effects are gained in these hats. One was of King's blue and grey, about 1½ inches around the brim being of the blue and the rest of the brim being in blue with the grey veiling it, while the crown was of the blue. Large loops of maline of the blue, veiled with the grey, are posed at the side of the hat. There is a drape of wide velvet ribbon around the crown in the grey shade and a bunch of shaded grey and pink roses cluster about the base of the loops.

Very pretty turbans have the brim made in this fashion and full crowns of draped tulle.

Silk and lisle gloves in short and long styles have been selling well during the present season with wrist lengths in the lead. Tans, greys, blacks and white are chiefly in demand. In French kids, champagnes, white and tans are meeting with a good demand and there is quite a call for black kids with white stitching.

No. 4 — Stylish ribbon turban in blue shadings, cabbage rosette trimming. See details of construction on page 8.

Millinery Ad. is no Place for Extravagant Statement

Such a Thing as Cumbersome Array of Adjectives Which Have No Practical Bearing — Plenty of Room for Good Practical Style Matter Which Helps Make Conversation—Recent Examples of Millinery Advertising, with Comment.

ONE of the evils that frequently crop out in retail advertising takes the form of a somewhat regardless use of very ordinary descriptive matter or meaningless adjectives. The ad-writer sometimes overlooks the fact that he cannot obtain best results in his ads. by the use of a spray pump or whitewash brush. Like the artist, he must study his subject, and have an

ATTRACTIVE PRICES IN MILLINERY

SATURDAY, June 11,

JAS. VAIR & Co.'s

On Saturday next, June 11th the prices prevailing in our Millinery show room should appeal to the ladies of this community. The character of our Millinery is well known, and needs no words of commendation from us. This is an opportunity you should not miss. The Hats will be arranged in four different lots.

Children's Trimmed Hats at $2.90

Ladies' Trimmed Millinery, $4.39

Ladies' Trimmed Millinery, $5.39

Ladies' Trimmed Millinery, $6.39

Do not fail to take advantage of such an occasion. The earlier you are in our Millinery show room on Saturday, the better for you.

JAMES VAIR & CO.

Three half-tones of stylish hats are used in this hat advertisement without a word of description. This would have immeasurably improved their news value and the selling power of the advt. The ad. writer could have been more economical in his use of the firm's name.

interest in every detail of construction entering into his piece of work.

The employment of the spray pump carries with it a license for a certain amount of carelessness. The area is there to fill and the implement at hand calls for very little skill. The impulse of the occasion is to slap it on.

Concentration is required in the proper use of finer and more effective tools. It means that the workman has a design to bring out. He has a message that must appeal. The other is simply a space filler.

Simplicity and Fact.

When the ad.-writer sets out to prepare a statement of the millinery department's attractions, he may not find it is an easy matter to select words that will give his ad. distinction. If well informed, he will find it easier. One of his surest guide posts is simplicity and another is fact. Advertising that has these two foundation piers will never disappoint the customer.

A millinery advt. should always contain something worth talking about. Not only should it give the news of present lines, but now and then, at appropriate times there should be introduced a paragraph about the coming season's styles. It makes conversation and an advertisement that concentrates on this point will always be read.

Avoid all unnecessary excuses in giving the reason for a sale. After all is said and done, the people don't care so much for excuses as they do for a statement which convinces them that the values are there. For example, the story about goods delayed in transit is as venerable as the comet—and thereby sometimes hangs another tale which the people find out about. If a valuable consignment has been delayed, and the merchant wants his people to know about it let him publish a certified copy of the invoice and then tell what he is going to do about it. That delayed consignment is then given a news value. It has been known that merchants in different lines in the same town have, during one season, pulled off these special events and everyone was hitched to a delay in transit.

Cut Out the Excuses.

It would appear to be time that the ad.-man realized that no excuse is necessary for a good thing when his descriptive matter is sufficient to convince the people of values offered.

It is in connection with the statement on which a special sale is made to hinge that somewhat extravagant expressions are used in order to embody the whole range in one paragraph and save space for other lines. A merchant will say, "This is without doubt the greatest offer ever made in this town," regardless of the fact that his competitor had used it a week or two ago, and may consider that he has a perfect right to use it again, whether the bargains bear it out or not. Sweeping comparisons should be eliminated. The merchant will find that best results follow when his advertisement takes the form

MILLINERY REDUCTION SALE

Be ready to attend on Opening Day the Big Millinery Reduction Sale

COMMENCING SATURDAY, JUNE 11, 1910

Up-to-date Millinery News

MISS DICK

Showrooms: Lambton Street, DURHAM

A page-full of well-described items. The sale might have done better had a portion of the stock been reserved for a second day.

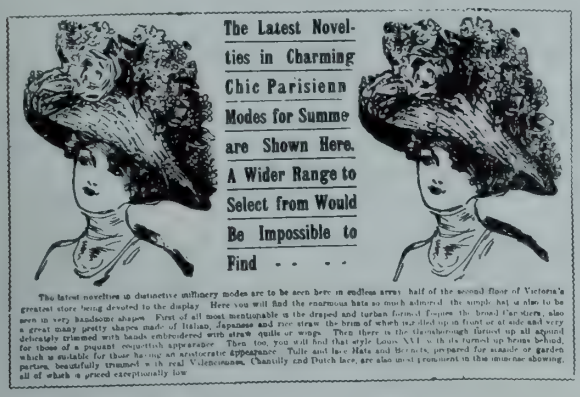
of a newsy story about his own lines. If comparisons are in order, make them apply to events that have been pulled off by the store itself, leaving the other fellows out of it.

Full Page Millinery Advertisement.

A somewhat remarkable advertisement is the full page layout of Miss Dick's reduction sale. For a town of 1,800 people this advertisement, for a millinery store, is entitled to the term "unusual." The striking feature is

No. 5.—Street model of brown bengaline silk and brown velvet ribbon trimming. See details of construction on page 8.

the list of well worded descriptions. It is safe to say that, although this advertisement is a massy affair, the women of Durham and vicinity, who are at all interested in hats read it from beginning to end. Cuts might have made the heading more attractive, and where the goods are so well described and prices compared it was unnecessary to use such statements as "practically given away."

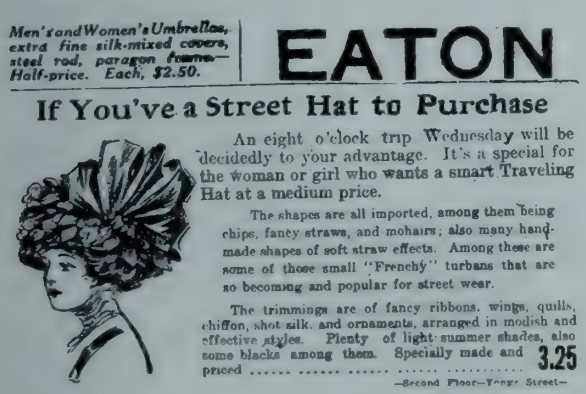

The Latest Novelties in Charming Chic Parisienn Modes for Summe are Shown Here. A Wider Range to Select from Would Be Impossible to Find - - - -

The cut treatment of this advt., by David Spencer, Ltd., Vancouver, could have been improved. Such a wide range of hats as described certainly called for more varied illustration. The hat talk underneath is good, but too massy in make-up.

This means nothing to the customer for as long as she has to pay over anything, she will hold to the opinion that the milliner is making something out of it. Such an ad. as this in a small town requires courage, whether the motive was a clearance of stocks or not. And after all, the courageous advertiser is the one who generally does her goods greatest justice. The interest in the sale might probably have been prolonged had Miss Dick stated that she would reserve some of the stock for the second day.

Poor Cut Arrangement.

The extract from the Spencer advertisement is suggestive of a fault which not very often makes its appearance in the work of the ad. man. Here are two very ordinary looking cuts, exactly similar, while the reading matter between them states, "A wider range it would be impossible to find." It does seem that such a statement called for a more attractively varied cut treatment. The reading matter which follows is good, being a some-


Men's and Women's Umbrellas, extra fine silk-mixed covers, steel rod, paragon frame—Half-price. Each, $2.50.
EATON
If You've a Street Hat to Purchase
An eight o'clock trip Wednesday will be decidedly to your advantage. It's a special for the woman or girl who wants a smart Traveling Hat at a medium price.
The shapes are all imported, among them being chips, fancy straws, and mohairs; also many hand-made shapes of soft straw effects. Among these are some of those small "Frenchy" turbans that are so becoming and popular for street wear.
The trimmings are of fancy ribbons, wings, quills, chiffon, shot silk, and ornaments, arranged in modish and effective styles. Plenty of light summer shades, also some blacks among them. Specially made and priced 3.25
—Second Floor—Yonge Street—

An extract from an Eaton advertisement, in which the talk is about hats and trimmings from first to last. A good, practical style.

what impressionistic hint of the different styles. Such matter as this, when not massed in too bulky a paragraph, is often as good as specified prices when it comes to selling.

Why Not Describe these Hats?

The James Vair millinery advertisement, six columns wide by 12 inches deep, contains three photos of stylish Summer models, but not a word of description concerning them. Had this kind of reading matter been introduced and more economical use made of the firm name the reading value of the advertisement would have been improved. When three photos of stylish hats are used, they should be regarded as something more than meaningless embellishment. Even if they were not in stock, the milliner could have enhanced their news value by naming the type and describing the trimming. The advertisement is well worded, is free from extravagant expression, and the classification of hats by tables is good idea for a sale such as this. People attracted by a table array may often be interested by the tactful introduction of other millinery not included in the sale. This advertisement was printed on fine paper and the cuts showed up to advantage.

One of the cuts here given is a millinery extract from an Eaton advertisement. The subject of the sale is brought out attractively in the heading, while the remain-

125 Yds Striped Poplin Dress Goods Special 29c. Yd.
JUNE SALE
200 Yards Dress Goods, reg. 45, 50 75 and 85c. Short Ends Special 39c. Yard
Tremendous
CLEARING SALE
—OF—
Trimmed & Untrimmed
. . HATS . .
MILLINERY
At this season of the year we desire to clear all Hats in stock and we have put Special Price on all the shapes. All new goods. This season's styles
Heavy Shell Hair Barretts 50 only, regular 25c.; special 15c
Silk Hair Netts, 17 x 15, assorted colors, reg. 10c.; special 5c. each
Turban Frames, reg. 35, 50 and 75c.; special 25c. each
WOOL WANTED
Cash or Trade. We will pay the highest market price for good clean Wool.
Blankets, Sheeting, Flannels, Yarn, &c., at old price
Butter, Eggs, Wool taken in Exchange for Merchandise . .
Shields & Co.
Direct Importers
Black and white Shepherd Plaid Dress Goods :—
Reg. 35c. for 25c
Reg. 50 for 39c. yd.

The cut gives this advertisement of Shields & Co., Palmerston, Ont., a distinctive appearance, but the writer has evidently tried to avoid partiality to any one section of his business. There was room for practical price suggestions in millinery.

der of the section is devoted to descriptive matter calculated to interest the reader, and ending with a price suggestive. It embodies some good ideas for millinery ad. construction.

Could Have Done Better.

The Shields advertisement—2 cols. by 6 inches—is a somewhat miscellaneous arrangement. It does seem that there could have been a more aesthetic layout than one which followed up hair goods with a demand for wool. The reduction in millinery was surely worth a more interesting menu of descriptions and prices, while the wool section could have been featured in one of the corners, at the bottom or in a separate advertisement. It is a hard matter sometimes to be impartial to every department of the store in a small advertisement, of course, the advertisement brought results, but it would

be interesting to know if the merchant thinks it might have done better had the layout been different.

Extracts from Live Advertisements.

Fifty natty comfortable fitting black hats suitable for matrons. Handmade in wire frames, of nice quality mohair braid.

New hats, irresistable in their crisp freshness and beauty are constantly coming in.. To-day the showing portrays the newest, smartest ideas in shapes, colors and trimmings.

Newest Straw Sailors.—These need no boost. They are the right kinds—just what is needed by summer shades, boats and picnics.

Ladies' Bonnets.—A generous quantity of black bonnets for elderly ladies. They are easy to trim, made of of straw cloth is faced and bound with Emerald green satin and has strings of the same. A Marie Stuart shape in Milan is trimmed with flat ribbon loops of King's blue ribbon and has wide ties of chiffon of the shade of the ribbon arranged in folds across the crown and brought down over the brim and tied under the chin.

Many of the prettiest motor bonnets are of shirred silk and have ties of chiffon put on with large rosettes of the same. One of black taffeta had the ties and rosettes of turquoise blue, and the bonnet was lined with the same color

The veil for motoring and also for outing wear is indispensable and there are a number of patented veils on the market. These have their merits, but the average woman contents herself with a long veil of chiffon, crepe or ninon which she ties over her headgear and bows firmly under the chin.

Motor Millinery and Outing Headgear.

Now that the automobile is practically universal, the majority of milliners are finding that they have to give some attention to motor millinery. Up to recently the headgear of the fair sex when out in the car was largely of the freak variety and, besides, either woefully unbecoming or unsuitable. Since the introduction of the early Victorian poke bonnet for this purpose, utility and beauty have gone hand in hand and pretty, becoming and smart motor millinery is now shown in all the leading millinery stores.

Nothing in the shape of a hat is shown in motor millinery and whether the bonnet is of straw, soft pliable braid, straw cloth, or of fine silken fabric, the effect must be soft and hood-like.

Brilliant Chantecler colors are in high favor for triming motor bonnets and a pretty black bonnet made over a frame of light pyroxaline black braid is trimmed with folds of cherry red satin around the front and has a bunch of cherries and foliage at one side. A hood made

Midsummer Millinery.

From now on there should be a good demand for summer millinery. Up to date it has been the black hat that has sold, but when seasonable weather arrives, indications are in favor of light colors also, though black will probably lead to the end of the season.

Large rolling sailor shapes in pineapple and coarse straws are selling, but trimmed hats on the sailor shape in hemp, Java, leghorn, chip and crin are also sellers. Many hats are trimmed with a square or scarf of Paisley-printed silk, and often the crown is covered with the patterned silk and there is a smart flat bow or a cabochon of Paisley silk and straw as the sole trimming.

Paisley patterned chiffon in the duller tones is used to veil straws in the same manner that nets and laces have been employed. Crepe is also used for this purpose. Wired lace loops and loops of tulle are other much-used trimmings. Very large bows of wide ribbon or ribbon velvet are another favored trimming.

TWO STRIKING FALL MODELS — SHOWN BY SMITH-RUNCIMAN CO., LIMITED, TORONTO.

Banded Skirt as Seen in Paris is Practical and Pretty

Eastern Designs in Printed Fabrics and Embroideries are Used as Trimmings for Race Gowns and Hats — Lingerie Gowns Finished with Bright-hued Sashes — Veiling of One Fabric with Another — Foulards in Strong Position.

Paris, France, June 10.

THE race meetings at Longchamps are attracting the fashionable world and for the later meetings the weather has been satisfactory. This has led to the discarding of furs and wraps and to the donning of pretty Spring gowns. Besides the excitement of choosing the winners there was the animated gossip and comment created by the sensational toilettes worn by the mannequins sent by the dressmakers of the rue de la Paix.

While the greater number of the jackets worn were short, of the bloused or plainly tailored style called the English type here, the new coat is the picturesque Robespierre paletot with the small pelerine or coachman's cape placed under the rolling collar. Though this small cape may be of the same cloth as the coat it is also seen in other fabrics.

The Plainly Tailored Suit.

English tailor mades, that is, the plainly tailored suit, is the prevailing style for making up suits of cloth or of rough silk. The blouses used as the third piece of these coat suits are of silk veiled with mousseline of the same color, or of printed foulard veiled in black net over which is placed a chiffon the color of the suit. Especial preference is given to Paisley patterns for the lining silk.

All manner of eastern designs in both printed fabrics and embroideries are being utilized for the trimming of race gowns, cloaks, and also for hat trimmings.

This printed trimming appears as a narrow inner vest or as narrow kilted flounces on foulard and taffeta dresses. Some costumers favor blurred designs, but whatever the design the ground is of some neutral color.

Milliners use the larger patterned fabrics in the brighter colors for the crowns and brims of their hats and toques, and tone down the glaring colors by draping and veiling them with black lace or tulle.

At the race meetings these eastern embroideries and printed materials were much in evidence, and it was a matter of remark how many of the smart women were gowned in satin souple, the satin tailor-made being a great favorite.

Costumes Combining Foulards and Cloth.

Many of the tailored suits have exceedingly short skirts and the leading colors seems to be the blue shades headed by bleu de nuit and a new tint that has a greyish green effect. Many of the prettiest costumes are a combination of foulard and cloth; the foulard striped and dotted with white, has a jacket made with seamless sleeves and a band.

The skirt pleated in at the waist is flatly ironed and sewn into a band of the cloth which starts just below the knees, but which is not too narrow in circumference.

The new banded skirt has certainly caught on, and when the band is reasonably wide, so that free movement is possible, is quite practical. As a fact, it would seem that the tightness of these foot bands are more in the cut and appearance, for some of the smartest costumes had the skirts cut in this manner and their wearers seemed to skate with both ease and grace in them.

The costumes worn do not coincide with those chosen here for skating. The cashmere-printed, mousseline-veiled gown with the new tight hem of satin or cashemire de soie was most worn. They were made with the low round neck finished either with a pleated frill lace, or with a turn-down low collar of embroidered linen and Valenciennes lace. Short and three-quarter sleeves, with lace pleatings either falling or turning back, were worn by the smartest women.

Brighter and More Varied Colors.

The opening day of the Salon, as usual, brought out a smart crowd of fashionably dressed women. Very much brighter and more varied colors were worn here than out in the open. The leading colors were ibis red, sapphire blue, Empire green and grey.

Lingerie dresses made their first appearance for the season and were finished with bright-hued sashes.

The veiling of one fabric with another promises to be one of the important fashions this summer. Ninon, net, mousseline, lace and chiffon are used over satins and also over Paisley-patterned and printed foulards. Thus a navy blue spotted foulard would be veiled by an overdress of navy chiffon, and a red and white foulard would be toned down by veiling it with an overdress of either grey or black.

One of the new lingerie gowns.

Paris tailor-made of cashmire de soie and face cloth, the coat and band facings and belt of black satin

Foulard is scoring in many directions. It is used for both linings and facings, and really attractive suits are being built of spotted and striped foulard. The latest trimming for these suits are pipings and black, red and emerald are the colors most used. The suit composed of

A Glimpse of the Millinery Department, White & May Co., Limited, St. Mary's, Ontario.

either foulard and cloth or of Shantung and cloth is to be much worn later.

The position of foulard is shown by the fact that foulard patterns are being imitated in other fabrics. Thus there are foulard patterned Shantungs, ninons, etc.

Stripes Being Revived.

There is a revival of stripes in Paris, and many fabrics are worn there decorated with hair-line stripes. Serges came first and these striped effects were so well received that their vogue was carried on to other materials. Silks have caught the infection and now there is a showing of taffetas and soft weaves in hair-lined effects.

Some beautiful cloaks are worn and the newest are of black net or tulle. These are heavily embroidered or soutached and are trimmed with satin bands. Some of the latest suits show a blending of fabrics such as foulard and Shantung, foulard and taffeta, or foulard and cashemire de soie.

There is a keen rivalry between the turban and the large hat. For Summer wear, the large hat is most in vogue trimmed with heavy plumes, or with wreaths of flowers.

The King's Death and the Vogue of Black.

Following the ancient custom, the British princesses attended the funeral of King Edward without hats, but enveloped in long crepe veils reaching to the feet.

Crape is essentially a British-made fabric, its manufacture being practically a monoply in the hands of two old established companies who give employment to a large amount of British labor.

Though not so universally used as it used to be, crape is still much worn and is used in large quantities by Paris and Vienese as well as London milliners.

The mourning of the ladies of the Royal family consists of a long black gown, an all enveloping cloak, and a crape bonnet and veil which hangs below the waist, and covers the face. This bonnet is of the Marie Stuart type, very close and flat and made of crape folds edged with dull jet beads and attached at the back there is a long crape veil.

The King's death has occasioned a busy time in Paris, as fashionable women connected with the most of the European courts have countermanded their orders for colored gowns, selecting in their stead those of black fabrics.

The effect upon the fashionable world may be realized when it is stated that in fourteen of the European nations, court mourning will last for periods varying from six weeks to one year.

For evening wear and for dressy gowns black satin, crepe de Chine, chiffon and silk cashmere are the fabrics dressmakers are using, while for street wear black dresses and coats with hats trimmed with moire or satin are worn. Few trimmings are used, only a tiny touch of jet being seen. Black beads are used to ornament the coiffure and, of course, no jewlery is worn during the period of deep mourning.

Just what will be the effect upon Fall fashions on this side of the Atlantic is a matter of some speculation. When the first period of mourning is over black, enlivened with colored ribbons, flowers and ornaments will be permitted.

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MAIL ORDERS

Attention to detail and knowledge of your requirements characterize the B. & P. mail order system. Ample stock of goods in demand, immediate, but careful, filling of orders guarantee you receiving delivery at the earliest possible moment.

Try us next time

Wholesale Millinery,
Novelty Dry Goods,
Children's and Ladies' Wear

MAIL ORDERS OUR ESPECIAL HOBBY.

BROCK & PATERSON
WHOLESALE ONLY
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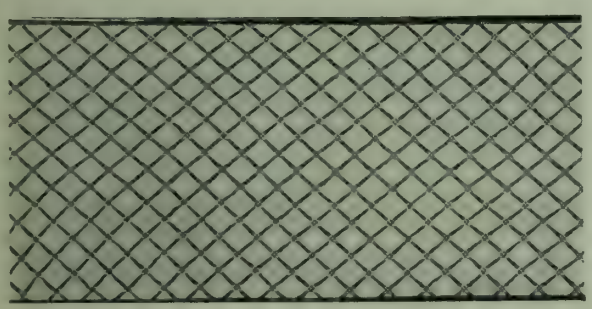


Values in Veilings

We have a very wide range of Veilings and Scarf Chiffons, and invite inspection.

We are headquarters for Fancy French Veilings, Bugle, Mystic and Heavy Hexagon, Hexagon within Hexagon, etc.

Send for Samples and Prices.

If you have not already seen our samples kindly write to us and we will have one of our travellers call on you

Wm. C. Mortimer Company, Ltd.
117 Wellington Street W.
Toronto

STREHL'S HAIR GOODS

are recognized as the standard of quality. If you want to make a trial of this line, all that you will have to do is to put in a few samples. This will enable you to show the different sizes to your customers, and if an order is taken by you send same to us with sample of hair, the exact color, and we will forward goods by mail or express. We will cheerfully take back goods if not satisfactory. You run no risk.

We are Headquarters for Switches

Wavy Switches, Pompadours. Curls, Wigs, etc., at lowest prices. Send for Illustrated FREE List.

All-over Real Hair Nets, now so fashionable, $1.50 per dozen.

A "SPECIAL" SWITCH

A good seller and a money maker, made of second quality WAVY hair in good assorted colors.

No.	Weight	Length	Each	Dozen
500	2 oz.	24 inch	$2.25	$24.00
450	2 oz.	22 inch	1 75	18.00
425	2 oz.	20 inch	1.50	15.00
400	1½ oz.	18 inch	1.15	12.00

STRICTLY FIRST QUALITY

Assorted Colors—Short Stems

No.	Weight	Length	Each postpaid	Dozen
11	1½ oz.	16 inch	$1.50	$ 15.00
12	2 oz.	18 inch	2.00	21.00
13	2 oz.	20 inch	2.75	30.00
14	2 oz.	22 inch	3.25	36.00
15	2½ oz.	22 inch	4.00	45.00
16	2½ oz.	24 inch	5.25	60.00
17	3 oz.	24 inch	6.25	72.00
18	3 oz.	26 inch	7.75	90.00
19	3½ oz.	28 inch	9.00	102.00
20	4 oz.	30 inch	11.00	126.00
10 Sample Switches - - - -				$49.75
Less 6 per cent. for cash - - -				3.00
				$46.75

SECOND QUALITY HAIR

Assorted Colors—Short Stem

No.	Weight	Length	Each postpaid	Dozen
21	1½ oz.	16 inch	$ 0.50	$ 5.00
22	2 oz.	18 inch	.65	7.00
23	2 oz.	20 inch	.90	10.00
24	2 oz.	22 inch	1.10	12.00
25	2½ oz.	22 inch	1.35	15 00
26	2½ oz.	24 inch	1.50	16.00
27	3 oz.	24 inch	1.75	20.00
28	3 oz.	26 inch	2.40	27.00
29	3½ oz.	26 inch	3 00	33.00
30	4 oz.	28 inch	3.50	39 00
1 Sample Switches - - -				$15.33
Less 6 per cent. for cash - -				.92
				$14 41

THE CORONET PUFF

A group of puffs, made of soft natural curly hair The latest style of coiffure, easy to arrange and universally becoming.

Per set of 7 puffs, $1.75 Per dozen, $18.00
Per set of 6 puffs, 1.50 Per dozen, 15.00
Per set of 5 puffs, 1.25 Per dozen, 13.50
Per set of 4 puffs, 1.00 Per dozen, 11.0

Shades of gray, blonde, drab and auburn are more expensive, according to the scarcity of color. Any size and number of puffs made to order.

NOTICE—Cut Hair made into switches, 35c oz. Combings made into switches, 40c oz.

WILLIAM R. STREHL CO.
34 MONROE ST., CHICAGO

Debenham's

Fall Millinery

Our samples are now in the hands of our travellers, who will take an early opportunity of submitting them to you.

We have brought together a most complete and interesting collection. It contains everything required by the milliner, the latest fashion indications, and the best values obtainable.

Debenhams (Canada) Limited

Montreal, 18-20 St. Helen St. Paris, 115 Rue Reaumur
Toronto, Bay and Wellington
Quebec Ottawa

For Novelties

VOL. II. NO. 4.

The Canadian Millinery Review

August, 1910

MacLean Publishing Company, Limited
Montreal Winnipeg Vancouver New York London, England
Publication Office, 143-149 University Ave., Toronto

Fall Millinery Opening

29th August, 1910

READY FOR EARLY BUYERS 14th AUGUST, 1910

The SMITH-RUNCIMAN CO'Y, Ltd.

BRANCHES AT
OTTAWA, HAMILTON
WINNIPEG, ST. JOHN

100 WELLINGTON ST. WEST, - TORONTO

The

Canadian Millinery Review

The Only Canadian Millinery Paper

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg New York Chicago London, Eng.

Publication Office: 143-149 University Ave., Toronto, Canada

AUGUST 1910

Instruct the Staff.

THE milliner in business for herself will always find that it pays to keep every member of the staff posted with reference to new names introduced in connection with style changes from time to time. It is narrated of one store where this was not done that when a lady visitor to the town entered and asked to be shown something in the new Chantecler effect, the young lady who had been left in charge did not know what was meant. The pronunciation was probably a new one on her, but she pluckily took a chance, and told the visitor that they had "something in the rooster hat which might interest her." The customer saw the humorous side of the situation and very tactfully gave the sales person her first lesson in the meaning and pronunciation of "shaunteclay." It was a lesson which should have been previously taught by the milliner herself. Although the visitor in question made a purchase a less enterprising sales person might have lost her. Any other prospective customer might not have taken such an interest in imparting useful information.

Season Averages Up Well.

LATER reports of the season's trade are made more favorable than the opening of the season promised. And now that the close of the Summer is being reached, both in the wholesale houses, and in the retail stores the season is being found to total up fully to the usual average. March was a record month, and had the splendid promise of the opening days of the season been fulfilled, the volume of business done would have been larger than in any season before, and would have out-stripped all previous records. But trade dropped during the cold period in April, May and the first few days of June. City stores launched sacrifice sales that tended further to stop regular sales. But, with the arrival of the warm weather a steady sale of Summer millinery began, and this stopped price-cutting on seasonable lines. Stocks are being cleaned up satisfactorily.

There is very little new to record as this is a period of waiting. Foreign buyers are all abroad and, as yet, are not prepared to record their impressions, but now that the Grand Lemaine has passed and the Paris season is over, milliners there will have something to put forward for the coming Fall. In New York, as in Canada, the trade is awaiting the last word from Paris, and as soon as the imported novelties arrive, there will be something doing in that centre.

Judging from current examples of advertising many milliners have yet to learn how to conduct their publicity on a practical trade-winning basis. A newspaper publisher writes that a milliner in his town recently asked to have an ad. discountinued, because after trying it for two months, she had decided that it didn't pay. On looking into the matter personally the publisher found that the ad. had been allowed to run for the two months with only two changes and that the matter contained in them was only of the most general character. He convinced her of the necessity of giving her customers interesting information, and on giving the newspaper another chance, with more frequent changes of her ad., she soon reported results. The exclusive milliner must realize that the large departments are continually giving their millinery the benefit of practical advertising space, and if a little investigating is done she will sometimes find that her customers know more about city offerings than they do about those in the home town. Keep your people well posted.

Use of Fur and Lace New Idea in Fall Millinery Trimming

One of the Advance Indications in London—An All-black Ascot—Black, Combined with Color, the Keynote of the New Millinery — Paisley-patterned Fabrics the fad of the Hour — Directoire, Turban and Mushroom Shapes

Staff Correspondence.

Office of The Canadian Millinery Review,
88 Fleet St., E.C., London, Eng.,
July 8, 1910.

AN all-black Ascot was somewhat of a novelty, and though gowns and millinery were very elegant, it is with a distinct sigh of relief that the fashionable world again returns to colors. It is hardly likely that the return will be abrupt, but subtle treatments of color under a veiling of transparent black or grey will rule, or black will be relieved by streaks of vivid color.

Vivid blue shades and the new scarlet pink promise to be very much in evidence. There is no question that the large hat is charming in black, and that much of the grace of the Ascot costumes was due to the large hats.

Milliners are, however, taking more interest now in medium-sized hats of a rather mushroomy tendency, and with a fairly high rounded crown, the brim of which has peculiarly becoming kinks. This shape is developed in net or lace, and has large wired bows, delicate and ethereal looking, a tuft of feathers, or an aigrette of spikey flowers as a trimming.

Another idea is a leghorn straw with the low crown, covered with black velvet stretched plainly over it, and a narrow band of the velvet upon the centre of the brim. Flower aigrettes, made of hollyhocks, roses, irises, orchids or stocks, in all shades of pink or red, are used to trim these hats.

Black combined with color will be the keynote of the new millinery wanted, now that the first period of mourning is over, and black and all shades of mauve are expected to be good.

Paisley-patterned fabrics are the fad of the hour and, for the Fall, are being shown in softer and more subdued colorings. Grey, mauve, and dull pinks and blues are the shades in which the familiar pine patterns are shown and these will be further softened by a veil of black or grey chiffon.

The mourning for the King has brought jet to the front again, and cut jet jewelery is all the rage. Another trimming feature that has more chance of becoming generally popular is the dull black wooden beads. Beads of wood or rubber are used on the fashionable new trimmings and are used in the new bandeaux for Fall selling.

There is a feeling that the Paisley-patterned silks will pave the way for fancy checks, and silks in Scotch checks are being shown. Another advance idea is the use of fur and lace—the lace veiling the silk covered hat and the fur as the trimming. Large donkey wings of velvet edged with fur are shown, and fur hats and fur-trimmed models are expected to be a big feature of the season. The fact that Paris is wearing fur-trimmed garments in June may be taken as an advance indication of the strength of the vogue. Hats of hatters' plush in two colors, or of plush and Persian velvet, plush and corded bengaline, and velvet-covered are shown in many large and medium shapes for the early season.

Directoire, turban and mushroom are the lines the shapes shown so far are taking. No matter what the shape, the head-size is large, as all hats are intended to be worn low on the head. As a fact hats are deceptive as to size, because of this peculiarity, and look smaller than they really are. They all have a deep droop for some distance from the headsize before the brim proper begins to shape.

Cloche Model, Crown of Blue Crin. and Brim of Blue and White Foulard. Wreath of Pavots of White Velvet.

Lingerie Model, Corday Shape of White Spotted Swiss and Valenciennes Lace. Bow of Turquoise Blue Ribbon.

Cockburn & Rea
Limited

54 Wellington St. West, : Toronto, Ontario

We will hold our

Millinery Opening

on

Monday, 29th August, 1910

We will be prepared for early buyers
on 18th August, when our stock
will be complete, and we will show a sufficient
number of the latest patterns
to guide buyers

A cordial invitation is extended to the Trade
to inspect our Fall Showings

Cockburn & Rea
Limited

54 Wellington St. West, : Toronto, Ontario

Millinery at French Race Meets Indicative of Fall Styles

Weather for the Grand Semaine Brought out Hats that Helped Forecast—Two-toned Plumes are the Fashion also—Large Hats with Low-necked Gowns Worn at Paris Restaurants—Broderic Anglaise Favored for Trimmings.

Staff Correspondence

Paris, France, July 8.

TO those people who had prepared a series of lovely Summer toilettes for the culminating weeks of the Paris season the weather during the Grand Semaine must have been a series of disappointments. From the viewpoint of the many buyers now over in Paris studying styles for the coming Fall the rain and mist cannot altogether be regretted as it brought out styles more suited to the coming season than would otherwise have appeared. Though the weather was bad, a great crowd went to the Grand Prix and, due largely to the weather, the millinery was the most important feature from a fashion standpoint, as many of the dressier gowns were hidden under long wraps of black satin.

Satin was in great prominence both for hats and hat trimmings, made into suits and fashioned into hand-bags and the stunning, fashionable scarfs. Black was all prevailing, with its sombreness relieved by brilliant touches of color. Chiffon and velvet were extensively worn and both chic hats and wraps were trimmed with bands of fur.

An Attractive Fall Model—Shown by the Smith-Runciman Co., Ltd., Toronto.

Most costumes show combinations of both colors and fabrics. Thus, a very smartly-attired woman had a gown of rose-colored chiffon and black maline lace, over which she wore a mantle of grey chiffon trimmed with broad bands of chinchilla fur. In combination with the transparent delicate fabric of the gown and coat it did not look out of place. The hat worn with this gown was in quite a new shape which is raised high at the back, showing the hair behind. This hat is a poke-bonnet shape in front, and is perched up behind. It is seen trimmed with large ribbon bows as well as plumes and aigrettes.

Velvet trimmings are also used. This hat is quite moderate in shape, though many of the hats are very large and broad, and are piled with masses of aigrettes or plumes, or are trimmed with immense bows of ribbon or wide silk. To such an extent are plumes and aigrettes worn that on Drag day it is said that over 100,000 francs worth were worn on the hats on the course. Two-toned plumes are the fashion also. Many of these are of uncurled ostrich and some of the best effects are willowed in two colors. For example a hat of navy blue straw was trimmed with a navy and rose willowed uncurled plume and one of rose and navy.

When dining at the fashionable restaurant it is now the rule to wear a hat with a low-necked gown. These hats are as a rule very large and are loaded with plumes and aigrettes. Flower trimmed hats are noticeable by their absence, but some are seen trimmed with immense ribbon bows. There are also many jaunty toques worn and these are particularly becoming with the long trailing dresses of satin veiled with mousseline transparencies.

Broderie Anglaise Much Used.

Broderie Anglaise is used for dresses, parasols and even slippers, and is very much in vogue and for making summer hats its only rival is Valenciennes lace. Large capelines are worn covered entirely with tiny ruffles of Valenciennes. Immense ribbon bows are used as the trimming and bands of large flower petals encircle the crown.

At Chantilly, the hats worn were lovely, the leghorn being almost universally worn. Large leghorn capelines were crowned with masses of flowers, and with waving plumes with a touch of black velvet to give depth and effect to the color scheme.

Velvet is very much worn, and hats with velvet crowns were in evidence. One of black velvet had a broad white lace veil, bordered upon both sides, draped on the brim so that one border showed against the velvet and the other hung over the brim.

The fashionable flower was the clematis in all shades of mauve, purple and white, and often they would be of mixed shades combined with deep maroon velvet.

The wide brimmed hats were curved and bent in graceful and varied curves and were very becoming.

Owing to the very short skirts now worn, both the stockings and the shoes are strongly in evidence. Shoes as a rule match the gown, and so do the stockings worn. Silk hosiery of the sheerest variety is worn and the Louis XV. slippers with high tongues and enormous buckles are the fashionable shape.

Hair ornaments promise to be a big feature in the coming Fall, and lines are very large. Pins, barrettes, bandeaux in sequin effects, ribbon bands, etc., promise to be well worn. Altogether the trade has every reason to be satisfied with the outlook, for fashion is certainly favoring their department, as turban frames, puffs, curls and long switches promise to be in great demand. Already the price is stiffening, and prices it is said will go higher.

Large Picture Model of Black Hemp with Drape and Large Bow of Broderie Anglaise

Extreme Models Seen at New York Wholesale Openings

Majority are of the Turban and Toque Order—Mushroom Shapes are Leaders—Hats Made Wholly or in Part of Satin — Beavers Show Strength — Vulture Feathers one of the Novelties — Amazons Coming in Again

Staff Correspondence

Office of The Canadian Millinery Review,
160 Broadway,
New York, August 1

THE importers have had their first openings and buyers have had an opportunity to see what the foreign markets have sent us. Most of the hats have not been a revelation since, as usual, they are but the late summer models made up in velvets and silks, but there were some so extreme that they made one gasp.

The majority of the models are in the turban and toque lines, but the large hats that are shown are very large and differ very little from the large hat worn at present with the very important exception that in nine out of ten cases a bandeau is introduced.

It is not surprising to those who have followed the modes to learn that the mushroom shapes are to be the leaders in hats and turbans, or that the latter particularly are to be high, almost absurdly so. The high back line that has been discussed and expected since Chantecler popularized the fashion of wearing one's plumage behind, is now not a rumor but a fact. Scoop-like hats are plentiful and these have a bandeau at the back, which is often quite heavily trimmed. This is a decidedly new departure.

Practical and Smart.

The draped turban, made of beaver or silk or velvet and the cloche made of felt or beaver hoods, are probably the most favored, for they are practical as well as smart. Felt crowns—the crush or telescope kind—and coronets of fur beaver or some novelty banding are favored. For this purpose and for making the entire hat are beaver strips in many attractive color schemes and designs, among which the polka dot effects are conspicuously prominent, the dot being of beaver in a contrasting color, or of velvet or pasted feathers.

Cashmere Colorings.

All materials, not exclusively of feather bands, plateaux, etc., are to be had in the cashmere colorings. There is apparently a greater demand expected for mixed colors in mottled effects and other fancy designs than for plain goods, with the exception, of course, of velvet and of black satin.

Black Satin Favored.

In this connection it may be stated that black satin is the favorite fabric at present. Not only are black satin jackets the very latest fad, and black satin trimming the latest fancy, but hats are made wholly or in part of satin, the majority being black, although colors are used. As to color, comet-blue, which is no far removed from purple, dull winey purples, deep blues and bronze have the lead, after black and white, by which is meant the combination.

Persian and Oriental Effects.

It would be an impossibility to enumerate the colors used, since in the Persian and other Oriental effects every hue of the rainbow is employed. Many materials are in two-tone effect, even velvets. Twill, rib and corded silks in two-tone effects are well thought of, and the Chargeant ribbons and silks are as we know being used now on the late summer effects. Few hats are in solid color—those that are not black and white or black and bright blue are a medley of shades.

It is expected that beavers will be strong for the hand made as well as the pressed hat. Both are in evidence but most of the hand made hats can almost be crushed into nothing since they have no stiff foundation, or rather nothing firmer than rice or cap net. Particularly is this true of coronets. Such hats fit on the head like a cap; in fact all hats, even those with the new high bandeau, have large head sizes, and crowns are enormous from every point of view.

Practically all hats are high, and higher at the back than at any other point, for the trimming is usually placed at the back or almost at the back and is nearly always higher than the high crown, which is very high indeed.

Novelties in Fancy Feathers.

The fancy feather houses have a gala air, for every one is telling every one else that it is going to be a wonderful "fancy" season.

The most important novelties are the vulture feather which is sometimes passed as an ostrich imitation—and the neumedee feather which is not unlike a paradise only curled backward at its end and is really a Chinese pheasant. This is always arranged in high standing effects, and is used with other feathers much as aigrettes are. Indeed this arrangement is the most favored of all this season and it is called the bush effect. It often happens that the entire top of the hat is hidden under one of these branching feathers which are dyed in rows, black and white being the favorite. Some feathers when treated this way look like a checker board, but the more feathery kind do not produce as definite an effect, but look more irregular as, of course, they do not stay always in the same position. Salt and pepper feathers, some dub them, but this is misleading as one usually thinks of speckled effects under that caption. Vulture is treated this way and is really the leading feather feature so far.

Two-color Effects.

Hackle, also in mottled and other two-color effects; cock, that is curled along either edge and split at intervals giving it a very novel appearance; pheasant of all kinds; gayly colored tropical birds and the heads of birds and huge wings are the other most important features. Owl heads, parrot heads and the heads of many long beak birds are used in diverse ways and in every color imaginable.

The Audubonites need not get unduly agitated, however, as the majority are imitation, or just frank creations of the imagination. The great majority of hats are trimmed with some of these feathery ornaments. Bands, breasts and plateaux are also used. A band which has a wing at one or both ends makes a clever covering and trimming for a turban bandeau.

Amazons are Coming In.

The ostrich manufacturers have no cause to complain for amazons are coming in again, feathers of practically all lengths in the French curl are strong and willow is

Fall Millinery Opening Dates

TORONTO
MONTREAL
WINNIPEG
— Week Commencing August 29th, 1910

QUEBEC — Week Commencing September 5th, 1910

OTTAWA — Week Commencing September 12th, 1910

To Buyers:

After a period of careful buying in the foremost millinery fashion centres of the world, we have selected and imported the very latest style creations in pattern hats and millinery novelties as sanctioned by noted style authors.

The many charming original interpretations by our own designers will afford the progressive milliner a wealth of new and practical ideas.

We extend a cordial invitation to call and inspect our different stocks at any time.

Fully prepared for Early Buyers August 15th.

The John D. Ivey Co., Limited

not ousted. It is expected that many colored goods will be sold, particularly in blue and cerise. When clusters are used to trim they are usually mounted at or near the back. Aigrettes, always elegant, are shown in a variety of luxurious shapes.

Flowers are Reviving.

It is reported that flowers which have been dead both here and in Paris for the most expensive hats, are reviving just a little, particularly the very large flat rose and double poppies. Enough of these effects have been imported to give credence to this report, but flowers are at present of very secondary importance with these two exceptions. Velvet and satin are the materials of which they are manufactured and the satin ones are good with an edge of heavy chenille, matching the satin, of course. There is a tendency to introduce chenille edgings and loops noticed. It is also introduced in bands and some of the new ornaments are made of chenille and beads.

There is not as much lace on the French hats as one might have been led to expect. It is, however, used freely on hats of domestic make—principally around the inner edge of the cloche brim. This hat made in taffeta and self-trimmed with a high standing bow at the side is already appearing on our streets and in our retailers' shop windows. It promises, not the silk alone, but of all materials, to be the hat of the masses. Its resemblance to the much caricatured peach basket is very close.

Ribbons in Favor.

There is every reason to infer that ribbon must be good, for high trimmings always result in many wonderfully made bows. Several turbans have been imported on which several layers of frill in scant frill effect are used around the top of the coronet, or on the crown. When ribbon has appeared it has nearly always been knife-pleated or pleated in some way before being formed into the bow. It will be found that a wide spreading wing arranged across a hat may have a folded band of ribbon where it lies on the hat, and this band may extend over the wing or may be finished by a smart pleated bow which is held fast to the wing by one of the new lattice-like ornaments.

Incidentally, marabout is used in this way, the stiff wing appearing to lie on a bed of downy feathers. When the wing is a mottled one and white appears, the marabout is white, even if the hat is dark.

White on Black is Swagger.

As a matter of fact, white wings or breasts on a black hat are very swagger. Germaine uses this combination on several models. A pale lemon color wing is also used by her on a dark purple hat, the wings crossing each other on the rather low crown over which they rise backward, and again they are used with a head on the bandeau, which tilts the hat forward, the brim curving to permit of the under trimming.

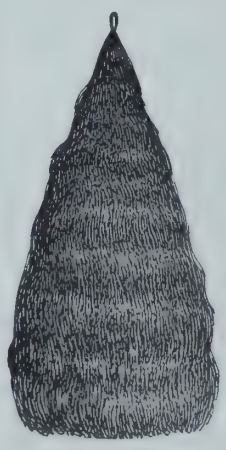
Effect of the Bandeau.

It is curious how different the bandeau makes the hat appear. On the stands so many of the hats look identical with our present shapes, but when on the head the bandeau alters the entire shape, and the effect is vastly different, so old-fashioned looking, but, of course, as it is the latest thing, it can not be so described.

So far, the openings have been confined to the down-town houses. The majority of these will have a second display the first week of August at which time the up-town houses will have their first openings. By this is not meant the retail openings, but the openings for the trade.

Strehl's Hair Goods

are known to be the best and have for many years borne this reputation.



We are headquarters for

SWITCHES

and recommend the following as special good sellers:

WAVY SWITCHES

No.	Weight	Length	Each Postpaid	Per Dozen
601	1½ oz.	18 inch	$1 35	$15 00
6 2	2 oz.	20 inch	1.60	18 00
603	2 oz.	22 inch	2.10	24.00
604	2 oz.	24 inch	2.65	30.00
605	2½ oz.	24 inch	3.15	36.00
606	3 oz.	26 inch	4.15	48 00
607	3 oz.	28 inch	4.65	54.00
860	3 oz.	30 inch	5.65	66.00
609	3½ oz.	32 inch	6.65	78.00

The above come in assorted colors.

In sending special orders, mail full length sample of your hair, cut near roots.

Write for new Price List.

WILLIAM R. STREHL CO.

34 MONROE ST., - CHICAGO

Tailor-made Hats

TRIMMED AND UNTRIMMED

MADE BY A CANADIAN FIRM

CARTER & KENNEY

LIMITED

76 WELLINGTON ST. WEST, TORONTO

We manufacture trimmed and semi-ready hand-made hats after the lines of the Gage people of Chicago and the Fisk firm of New York. Hats that appeal to the well-dressed women. We have a large range of the latest Fall Styles at prices ranging from

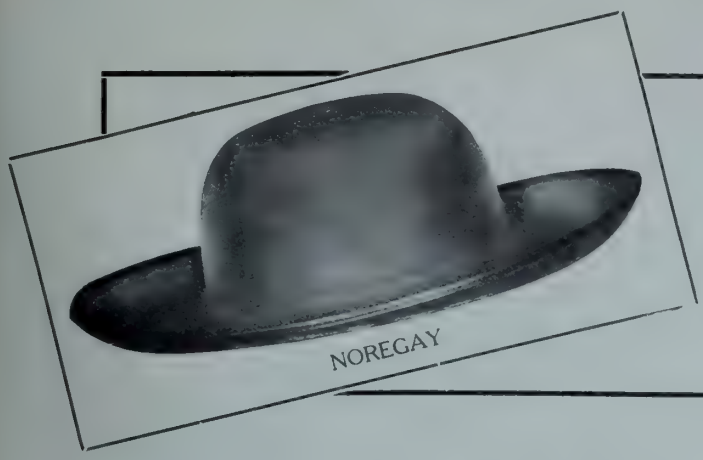
$27 to $60 per dozen

Open orders attended to promptly, every care being taken to give a selection of the most saleable styles. Write us to-day and give us a chance to show you that we have what you need.

CARTER & KENNEY

LIMITED

76 WELLINGTON ST. WEST, TORONTO



An Opportunity

will be given every progressive Milliner on

August 29th, 1910

and following days

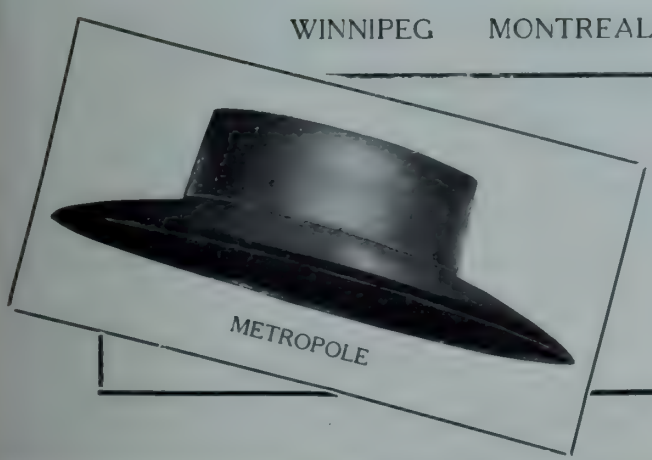
to study the latest Millinery Innovations as set forth by the New York and Parisian Style Oracles

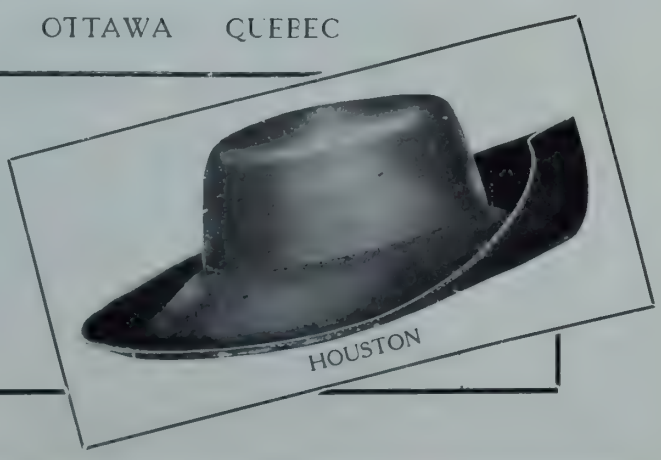
¶ We trust that every Milliner will consider this a personal invitation to call and examine our carefully selected stock of Fall Importations, and feel sure that many trade-winning ideas will be the result.

The D. McCALL CO., Limited

TORONTO

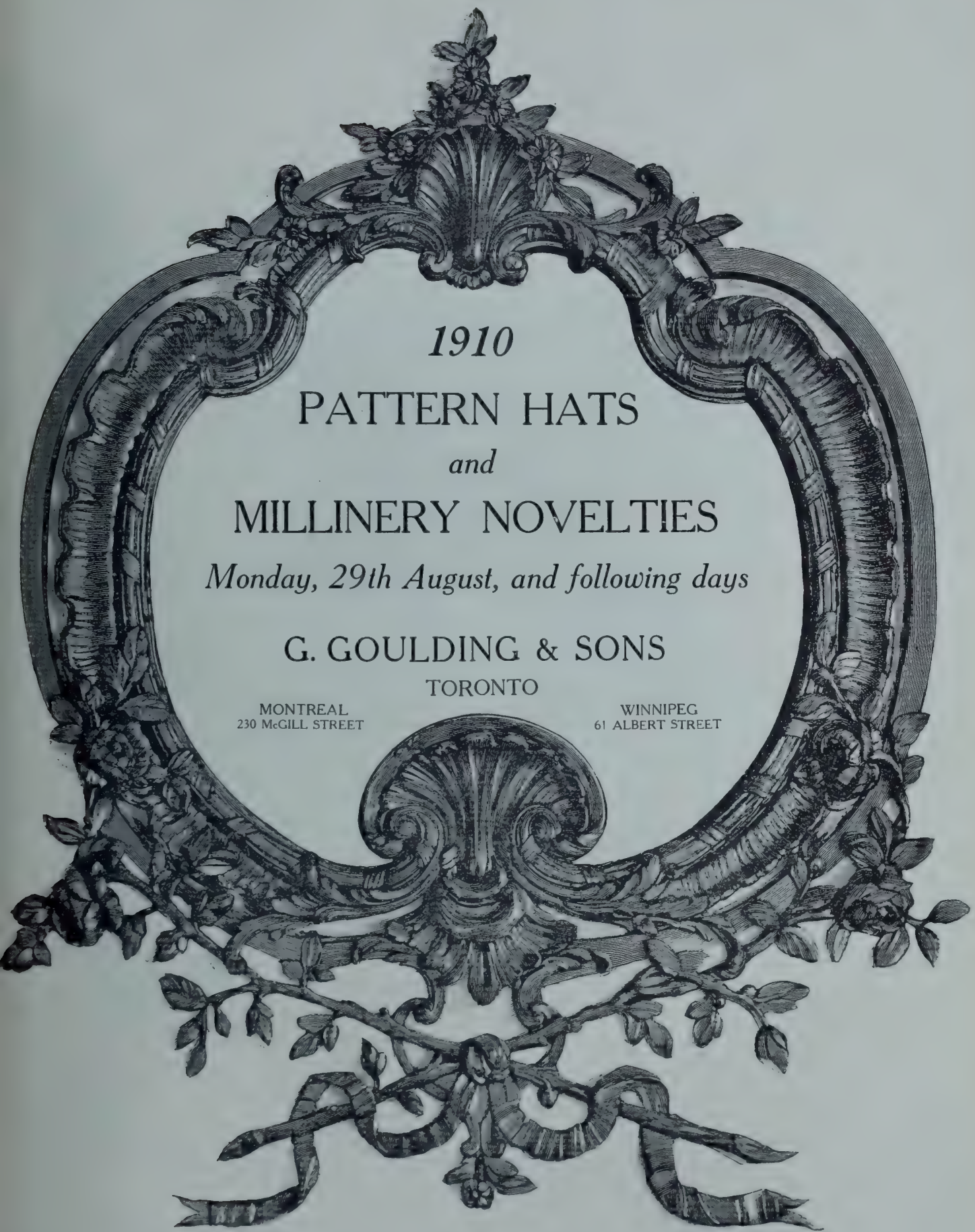
WINNIPEG MONTREAL OTTAWA QUEBEC





No. 2 — Smart Street Turban in Grey Beaver Felt.

— For details of construction see page 13.


1910
PATTERN HATS
and
MILLINERY NOVELTIES
Monday, 29th August, and following days
G. GOULDING & SONS
TORONTO
MONTREAL
230 McGILL STREET
WINNIPEG
61 ALBERT STREET

No. 3 — Large Mushroom Hat of New Blue-Green Shade, with Quills and Blue Silk Rosebud.

For details of construction see page 13.

How to Make and Trim Modern Millinery

Details of Construction of Five Early Fall Models — Turbans and Mushroom Hat, With Head-size Measurements and Description of Materials Required — How to Place the Trimming With Best Effect on the New Hats.

The hats described in the following article are illustrated on pages 10, 12, 14 and 16.

No. 1.—The hat on the cover. Small turban with seal brim and draped crown of brown velvet and white busby mount. Frame measurements : Head size, twenty inches ; brim wires, three and one-half inches ; face wire, thirty-six inches ; height of coronet in front, five inches ; in the back, four inches ; base of crown, twenty-eight inches ; dome wires, seventeen inches.

First face the brim with brown velvet, sewing the facing up over the edge of the turban brim. Face the coronet plain with the velvet, bringing the velvet a little over the edge of the cornet. The seal is then cut to fit the coronet, this is best accomplished by first cutting an exact pattern. Leave the fur about one-sixteenth of an inch larger for turning in at the edges, slip-stitch to the brim. Three-quarters of a yard of velvet cut on the bias is draped over the crown, being careful of the finish at the opening of the coronet at the left side, the drape being slip-stitched to the facing at this opening.

A button of the fur finishes the white busby at the left side front.

Materials required : one yard of velvet on the bias for the drape ; one-half yard on the straight for the facing, with the seal for the coronet.

No. 2.—A smart little street turban in grey beaver felt, trimmed with wings, velvet and chenille.

A bias fold of the velvet is first slip-stitched round the edge of the brim, over which is placed the chenille bandeau joining it under the trimming at the right side. The wings are finished with four fans of velvet for which cut two bias widths of velvet measuring one-quarter of a yard each, fold double, joining the ends to finish, and pleat into fans, each strip making two fans ; finish with twists of the velvet.

Seven-eighths of a yard of velvet will be required, with the wings and chenille bandeau.

No. 3.—Large mushroom hat in the new Sarcelle or blue-green shades, with quills and blue silk rosebud trimmings.

Measurements of the frame : Head size, eighteen and one-half inches ; front and back wires, seven and one-half inches ; sides, eight and one-half inches ; outside wire, sixty inches ; base of crown, thirty-two inches ; height, four inches ; diameter of top, ten inches.

The top of the brim and the crown are covered plain with the velvet, making the join which will be necessary to make the velvet fit the top brim at the back. The facing is of blue ribbon sewn on plain at the edge over a small satin wire and side pleated in to fit the head size.

For the draped side crown, cut two bias pieces of velvet measuring three-eighths of a yard each, and join in a circle. Round the lower edge, run five shirring threads one-half inch apart, turning in the edge to finish with the first shirring. These are drawn up to fit the base of the crown. The upper edge being drawn a little on the bias, on a single wire, to fit the top of the crown. Two short, broad quills are pushed through the crown, and on the brim at the right side of the crown is a small spray of turquoise silk roses.

Material required—Three-quarters of a yard of velvet on the bias ; three-quarters of a yard on the straight, one yard and three-quarters of silk ribbon and two quills.

No. 4.—Large mushroom model with box pleat at each side of the brim, made up in the Nebuleux or reddish purple shades, having a wide fold of Paisley silk under the brim.

This is a blocked willow frame, eight inches wide in the brim, the width of the box pleats being five inches.

The crown is a plain one, four and one-half inches high, and measuring nine and one-half inches in diameter, and is covered plain with the velvet. The brim is covered plain, and in order to do so, cover the box pleats separately, making the join on the top brim, where the box pleat joins the brim, being careful to have the velvet shading to match. In the facing the join is made on the inside edges of the pleat, where it will be least noticable. The edge of the brim is faced with a bias fold of Paisley silk two and one-half inches wide and sewn in on wires at each edge.

A drape round the crown and flat rosettes of plain silk in a lighter tone of the same color, is the only trimming, which adorns this very pretty girlish model. The rosettes are made on a disc of wired rice net, five inches in diameter. Cut strips of the pleated silk in the straight, about three inches wide and sew six rows round the rosette. This is finished in the centre with a flat disc or button of buckram, wired and covered with muslin, then covered plain with the pleated silk. Six yards of pleated silk will be needed with three-eighths of a yard of Paisley silk and two yards of velvet.

No. 5.—Black lynx turban, trimmed with a flat bow of pink piece velvet and spray of pink silk roses.

To make the bow for this stylish model cut three widths of velvet on the bias, one quarter of a yard each, join two together, face back the ends and hem. Face back one end of the third piece and hem, squaring the other end. Make a bow of two loops, three ends and cross over which makes a flat trimming for the left side back of the turban. The flower spray is placed near the top of the brim at the right side front.

Many Uses For Ribbons.

Fashion seems to be favoring the ribbon manufacturer. Many of the later hat models are ribbon trimmed, the very widest of taffeta sash ribbons being used for this purpose, and the bows are so large that it requires a number of yards to make an adequate sized bow. Ribbon girdles and sashes are another fashion indicated, that will make for a large sale of ribbons. Smart Summer gowns show the low sash tying in the upper part of the overdress and doubtless this fashion will be followed in the coming Fall.

No. 4 — Large Mushroom Model, with Box Pleat on Each Side of the Brim.

— For details of construction see page 13.

Black to Have Strong Vogue.

According to indications advanced, another big black season is opening. Even when color is used in Paris it is veiled with some transparent fabric in black or grey and most probably this veiling effect will influence the Fall millinery. Thus, a large hat of black plush had as a trimming two immense white wings veiled with Chantilly lace. The lace was cut the exact shape of the wings and was edged with narrow folds of black satin. Black and white is the most fashionable combination in millinery at the present moment and promises to be strongly in vogue during the Fall. Grey and white is almost as prominent, but this combination as a rule does not take well in popular-priced millinery.

For the early season, at any rate, Persian colorings in melange effects, as well as in pine-patterned fabrics, promise well, and plaids on the tartan order are talked of as likely to follow the vogue of Paisley colorings.

Opinions as to the color to be used are not very definite, but blues are slated for a high place and there is some interest manifested in the new purple blues placed first under the name of "comete" on the syndicate card; the new browns "faisane" are also looked upon with a favorable eye, and there is a new grey that contains a hint of pink that is talked about. Seal greys and nickel shades are also likely to be good. The colors favored run to very dark shades.

Since the early spring, satin has been gaining in favor in European fashion centres and the satin suit and gown has been and is the one now most worn abroad. This vogue of satin is expected to be strongly reflected in the millinery for early Fall and many satin hats will be worn.

It is whispered also that the coming season is to see the made hat in high favor. This will be good news to the trade as it means a large demand for millinery fabrics, and an increase of importance to the workroom.

The vexed question of the size of the hat always looms up at this period of both the Fall and the Spring season. Many authorities favor the turban for Fall, and there is little doubt that turbans will be a big feature in the coming Fall. This hat is really never out of style in Canada, as it is so perfectly suited to the Winter climate of the Dominion and it is perfectly certain that the turban under its latest developments will be well worn in the coming Winter. It is pretty certain that the turbans shown and worn will only be small by comparison. For dress hats large models will be shown.

Velvet hats and velvet in combination with other fabrics are also strongly indicated.

From present indications the manufacturers of ribbons are going to have an unusually good season. Ribbon trimmed hats are very much the vogue. Very wide ribbons are made into large bows of many loops.

The latest shape is a cloche of medium size that has the brim raised to a point in front, and a poke bonnet shape that has the brim raised high at the back showing the hair. Flowers have almost disappeared, handsome aigrettes and plumes are used on the majority of hats for dressy wear, and fancy mounts, wings, quills, etc., are used to trim less pretentious millinery.

Designers have put a great deal of thought and time into the making up of the new waist lines for Fall. Though the simple effect and tailored and semi-tailored styles are still the mode, there is a strong element of novelty, due to the use of new materials, or to new ways of using well-known waist fabrics.

A E REA & Co
MANUFACTURERS
TRADE MARK
NEW YORK PARIS
TORONTO.
FLEXO-KNIT
UNSHRINKABLE
SIZE
Princess
EXCLUSIVENESS OF ATTIRE
MADE FOR THE
BEST RETAIL TRADE
D.M.D.
Novi Modi
MAN TAILORED GARMENTS
Trade Mark
PEN
PENMAN'S
HIGH GRADE
ANGLE
WARRANTED UNSHRINKABLE
UNSHRINKABLE
NOVA SCOTIA WOOL
Eureka
IT'S THE LABEL THAT OUTLASTS!
We illustrate a few of the
Artistic Woven Labels
which we have made for progressive Canadian manufacturers and merchants. They have realized to the full the advantageous publicity gained by labelling their garments with a "quality" label publicity which carries weight with the purchasing public as long as the garment lasts.
May we design an artistic woven label to meet your requirements? There's no more effective, successful and economical method of advertising for manufacturers of Clothing, Whitewear, Underwear, Footwear, Millinery, etc. Get in touch with us to-day.
Canada Label and Webbing Co., Ltd.
9 Morrow Avenue,
TORONTO
Hy Morgan & Co Limited
MONTREAL
COMPAGNIE PAQUET LIMITEE
QUEBEC.
Reliance
T. EATON Co LIMITED
TORONTO AND WINNIPEG
DAVID SPENCER LTD.
VANCOUVER & VICTORIA
THE Northway
GARMENT
St. George
CAMEL HAIR

No. 5 — Black Lynx Turban, Trimmed with a Flat Bow.

For details of construction see page 13.

The Cash and Bank Book and Its Use in Business

In this Book of Original Entry, Sheets may be in the Form of Loose Leaves Ruled on Both Sides and Bound Each Day — Treatment of Cash Discount, Sales and Expenses in the Cash-Book — The Accounts in the Ledger

By Howard R. Wellington.

IN last month's issue we discussed the use of the modern journal and its general bearing on the ledger accounts in any set of books.

In this issue it is our purpose to introduce another book of original entry, viz., the cash book.

In the illustration given below, the sheets may be in the form of loose leaves ruled on both sides and bound either at the end of each day or periodically as desired. By carrying out this idea the book-keeper may have the use of the sheets for posting purposes, while at the same time it will not interfere in any way with the cashier who is making entries all through the day.

If there is any doubt about these sheets not reaching their destination in the cash binder, each sheet may be numbered and the sheet missing may be noticed immediately.

Cash Book

Amt. Received	Bank Deposits	Receipts acct. to Credit	Cash Discount	Sundries	L. Fo.	Cash Sales	Dept. A	Dept. B	Dept. C.	Dept. D.	Dept. E.
65 00		J Smith	65	65 65	L 55						
10 00		–	–			10 00	10 00				
20 00		–	–			20 00		20 00			
55 00		–	–			55 00			20 –	25 00	10 00
	100 00	Deposit	–								

Amt Paid	Bank Drawings	Payments Account to Debit	Cash Discount	Sundries	L. Fo.	General Expense	Express	Expense Dept A	Expense Dept B	Expense Dept C	Expense Dept D
10 00		T. Jones.	50.	10 50	L 701.						
50		Express.		50.	–		50				
	10 00	Advertising Dept A			–			10 00.			
	10 00	" " C			–					10 00	
100 00	–	Deposit									
75		General Office Exp	–	75	–	75					

Cash and Bank Account in Ledger.

A number of concerns will keep a "cash account" and also a "bank account" in the ledger, so as to have every necessary amount to a trial balance in the ledger itself. This plan is not really necessary, for the cash book is virtually a ledger account bound in another book or file.

The Debit Side.

On the debit side we have a column for the amount of cash received either by cash or currency, and the amount deposited in the bank. These items are not posted to the ledger, but are simply checked off with similar amounts appearing on the credit side of the cash book under the title of "deposits."

The next column in order is for the account to credit—this being the account to be credited in the ledger with the amount of cash received. A column may be here introduced for the cash discount allowed the customer—this amount of discount may be posted in one amount with cash received to customer's credit.

Cash Sales--Dr. Side.

A column may be here introduced for the cash sales in each department of the business for each day. These daily sales should be totalled on a recapitulation sheet and compared with the recapitulation in the back of each cash sales book and may be entered individually in the cash book or in one amount for each department at the end of the day.

The Credit Side.

The first column is for the amount paid out in cash; the next for the amounts of each cheque drawn on the bank and the third for the account to which either cash or cheque is to be charged.

If cash discount is earned, the amount should be entered in the next column and the amount posted along with the amount of cash paid, to the debit of the correct account in the ledger.

Following these columns, we have the various headings for expenses, suggesting—express, general expense, etc.; and if the business is departmentized, columns may be easily added for expenses of each department, so as to avoid posting more than one item each month.

At the annual convention of the Retail Merchants' Association, Kingston the following resolution was passed:—"That we again place ourselves on record as being strongly opposed to all such schemes as free gifts with the purchase of goods, prizes in packages, or any device that will act in the form of a bribe to customers in the purchasing of goods, and we request that a copy of this resolution be forwarded to the Dominion Board, asking them to place a copy of this resolution in the hands of all manufacturers or dealers who adopt this practice."

Parisiennes in Hobble Skirts Must Step Daintily

Latest Garments are Very Short and Scanty—Pretty Lingerie Gowns Seen at Recent Race Meetings—Trimming of Tracery or Embroidery Beads—Chief Color Combinations Black and White, Black and Blue, Grey and White.

Paris, France, July 8.

NOT content with borrowing the kimona waist from the Japanese the great costumiers have sought further inspiration from the same source, and fashionable women are now pacing around with slow and measured step because of the excessive narrowness of the skirts of their gowns.

The new skirts are very short and scanty and it is only when there is a transparent overdress that a fold or a ripple of fullness is seen. Many gowns do not measure more than 1.20 metres around the hem, and they deserve the name of hobble skirts, for their wearers have not only to take short steps, but they have to lift them high to mount a stair case or to step into a carriage or an automobile.

PARISIAN VOGUE EPITOMIZED.

Japanese fashions influencing skirts—the new skirts being both short and very narrow.

Neutral and subdued colors most worn.

Tailored gowns most elaborate and in combinations of color or of fabric.

Taffeta and chiffon, satin and chiffon, and cloth and chiffon much worn. Long, clinging wraps worn in taffeta, satin or moire in lovely colors.

Satin scarfs in striped effect the latest.

Striking parasols of black velvet and many in Persian patterned silk, trimmed with fringe.

The broderie Anglaise hat in high favor. Leghorns trimmed with feathers and flowers most worn at recent race meets.

Fashionable Paris has certainly taken to this new fashion and it is spreading to other centres. Doubtless, at an early date, they will be seen in Canada as fashions travel very quickly nowadays.

Neutral Colors and Semitones.

Another change noted is that the vivid tones that began the season are giving way to neutral colors and semi-tones. Various reasons are given, one of which is the very large number of fashionable women who are wearing mourning because of the death of King Edward. Black, relieved with color, is admissable for half-mourning, and the Parsian dressmaker seems to be so charmed with the color possibilities suggested that she is creating gowns in combined colors and combined fabrics that are masterpieces of elegance and beauty.

For the first time this year the superb weather made the wearing of the lingerie gown appropriate at recent race meets. Lingeries, as a rule, were wider around the feet, and though still narrow, the skirts are certainly a little wider. They are perfectly simple in style, consisting of a waist with the sleeves cut in one piece with the bodice with a small round yoke of lace or of English embroidery. The round waist is slightly shorter than normal, and the skirt hangs straight down from the band, where it is just fulled sufficiently to give an easy fit over the hip line. The foot of the skirt is finished either with a broad band or with three narrow bands or tucks.

Bead Trimmings on Lingerie Gowns.

Many of the prettiest lingeries are made from cotton crepe with embroidered dots. A colored ribbon holds in the drapery of the skirt below the knee and the girdle at the waist is of the same colored ribbon and many women have both the parasol and the large taffeta bow that trims the hat of the same shade. Azalea pink is a very popular color for this purpose. Another trimming that is new on these gowns consists of a tracery or embroidery of rubber beads. These bead trimmings are used on gowns of wool and silken fabrics, and are of wood as well as of rubber.

New Tailored Models.

Almost as much worn as the lingerie gown was the new tailored models. These suits are quite elaborate and more upon the costume order. Many of these suits were of two colors combined and many of the great dressmakers had evidently put all their taste and knowledge into these combination effects. Many women who found the two-color idea too advanced had adopted a one-color costume, but in a combination of materials. One pretty costume of this class was in the new pheasant brown, the coat being of taffeta and the skirt of chiffon with the band of taffeta and with touches of green on both skirt and coat.

A champagne cloth jacket was worn with a chiffon skirt, and with the coat collar and cuff facings and skirt band of sky-blue silk. The hat was a large black one with white plumes and aigrettes tipped with the pale blue.

Hats Trimmed with Enormous White Lilies.

Another handsome dress worn by a society leader was of white tussah, braided with black and white soutache. The inevitable band was braided in vertical lines which gave a cleverly planned appearance of length to the figure. With this gown was worn a cream straw hat trimmed with a band of black taffeta and white aigrette and plumes at the right side.

Another of these dressy tailor-mades was of light blue taffeta with the collars and revers and the band on the skirt of black satin. With this gown the hat worn was of white tagel lined with black satin and trimmed with feathers slanting back and tinted pale blue and white.

The chief color combinations are black and white, black and blue, grey and white, and dark and light grey. Purple and black and black and green are also worn. Lace and soutache bands are the approved trimmings. Broderie Anglaise is much used, and Venise and Irish crochet are the most worn laces.

Wraps and Silken Fabrics.

Long clinging wraps cut without any fullness and banded in either at the feet or below the knee at the back were worn. These wraps are in lovely colors and color combinations and are mostly in silken fabrics. Soft finished taffeta satin or moire souple are all used and velvet satin and soutache are the most used garnitures. One of the latest favorites is a cloak of purple satin made straight and seamless, or nearly so, and crossed in front with wide revers. The sleeves are seamless at the shoulder and wide at the elbows, and trimmed with pleats. The lining is of black satin and the cloaks are so made that they can be reversed, making both a purple cloak lined with black, or a black cloak lined with purple.

Scarfs of Liberty Satin.

Scarfs still keep their place and are as much worn as ever, the fashionable scarf of the moment being of the softest of liberty satin. Two and a half yards of black liberty and the same amount of white, wide width, is used for a scarf. The satin is cut the entire length into five strips and joined, a strip of black and white alternating into a round. The ends are shirred and are finished with a long black tassel. The scarf is worn draped around the shoulders and one end thrown over to the back, or it is worn Empire style over the shoulders.

Parasol of Black Velvet.

The hot sun is calling out the new parasols. At Chantilly, the observed of all was a parasol of black velvet lined with white satin and mounted on a long slender ivory handle. Parasols are of every hue and of many shapes. Many of them are Persian patterned fabric and trimmed with fringe. Changeable taffetas trimmed with quillings, put on in points, curls and circles are seen. Many parasols show handsome embroidery designs, and there are many taffeta parasols that are flounced all the way up. The popular style is the satin-bordered cover, matching the satin bands on the new skirts. Owing to the vogue of the large hats, handles are very long.

Drooping Brimmed Hats.

The favorite hat in Paris this Summer is the large drooping brimmed models in Broderie Anglaise. Often the embroidery is dyed to match the gown. A lovely hat was in pale pink, and had as trimming two large wings stiffened with wire and bound with satin ribbon. The underbrim of this hat was lined with dark navy crepe and the effect was very beautiful. White or pale-colored broderie Anglaise hats often have this lining of deep navy which shows through and throws up the pattern. Flower wreaths and sprays of ribbon flowers are very much used on these new lingerie hats.

VISIT THE

DOMINION EXHIBITION

At ST. JOHN, Sept. 5th to 15th

And at the same time take advantage of the opportunity to attend our

Copy Rooms and Fall Openings

Our Copy Rooms are large, well lighted and comfortable, in charge of competent milliners, and we offer every convenience and advantage to be had.

COPY ROOM OPENS AUGUST 10th.

BROCK & PATERSON, Limited

ST. JOHN, N.B.

Give Your Advertisement Bright, Business-like Appearance

Don't Waste Space by Repetition of an Idea that has Been Already Well Emphasized — Cut Out Words that are Unnecessary When the Object is Glaringly Obvious — Helpful Comments Upon Recent Millinery Advertising

PRINTERS' ink is being wasted in considerable quantities in advertising, which, if given the benefit of a little thought on the part of the advertiser, would have a more business-like appearance and be more attractive to the reader. There is such a thing as economy in the use of space, but this must not be understood as meaning unwise restriction. The economy should be made to apply to the construction of the ad. and the use of words and sentences in the best possible employment of space. Milliners are repeatedly giving the impression that some magic influence attaches to the repetition of their names, the word "millinery," or the reproduction, in extended form, in a small type paragraph, of the identical idea that was sufficiently emphasized in the heading.

Store Closes Every Evening Except Saturday at 5.30

MILLINERY

To-morrow, Wednesday Morning, sharp at Nine O'clock, we cut the price of our Millinery in two. In other words a Dollar Bill will buy Two Dollars worth of goods. This is your opportunity to make a Five Dollar Bill go a long way.

You know our way of doing business; no humbugging the public. Everything exactly as advertised.

Six large tables of choice trimmed Millinery. About 100 Hats in all; all at Half Price.

All of our Untrimmed Hats, about 150 in all, at exactly Half Price.

One Large Table of Untrimmed Hats at 25c. Former price of some as high as $2.00.

FLOWERS

Ten boxes of beautiful Summer Flowers at exactly Half Price.

Remember the Sale starts To-Morrow at Nine O'clock.

G. B. RYAN & CO.

An advt. in which the purpose could have been profitably displayed. The reader should be able to tell pretty well at a glance what it is all about.

The Millinery Dept. Will be Completely Cleared of Stocks During this Sale. . . . . Be Early

It's our intention of completely clearing our Millinery Department of all Summer Stocks during this sale, and if you need an extra Hat don't miss this

$5.00 and $6.00 Trimmed Hats, $2.50

$2.50

All Pattern and High Class Hats at $5.00

$5.00

$3.00 Straw Shapes, 50c

.50

$1.00 Flowers and Foliage, at 25c

.25

50c, 60c and 75c Ribbons at 19c

19c

A well-constructed advt. by Newcombe, Fort William.

A case in point is the advt. here reproduced of L. P. Labreeque, Quebec. A cut is used containing three attractive hats, and the words "Spring and Summer Millinery." Yet immediately underneath, the word "millinery" is again used in large type. There is too much display about this introduction; the second heading was unnecessary. A better arrangement would have been the addition to the first heading of such word as "at reduced prices," or "price reduced," or other phrases conveying a definite piece of news. The remainder of the advt. could then have been set up higher, leaving room for a detailed description of a few of the lines with their prices. If the cuts were actual pictures of some of the goods and descriptive reference made to them in the advt., more interest would have been created in the mind of the reader. She would then have had a definite impression of what some of the hats were like.

Visit the Millinery Salon

See all the dainty summer styles embodying the latest thought in Millinery. New models coming from our workrooms daily, every one in keeping with the accepted fashion effect. Every woman is sure of finding here a hat that is exactly suited to her figure in the most becoming styles and at the price she expects to pay. Leave your order now for wedding or vacation hats.

Extract from an advt. by Glanville's Ltd., Calgary, contains a paragraph which would have served excellently as introduction to specific prices.

The extract from the large advt. of the Paquet Co., Quebec, displays excellent taste. Here is an instance where white space has been used to give emphasis. The cut is good, the type well chosen, and the talk practical and to the point.

Ladies' Hats Trimmed FREE

FOR the purpose of introducing our Handsome Midsummer Millinery and Hat Shapes, this unusual offer is made. We want you to see our showing—we are certain that you will find something to please you at a price you will be glad to pay.

For a Short Time Only

every purchaser of a Hat Shape valued at $2 or more may have it trimmed ABSOLUTELY FREE. Don't miss this chance to save money on a smart and stylish Summer Hat.

An announcement by the Paquet Co., Quebec, which has an air of distinction. It tells about a good merchandising idea.

The plan of trimming a hat absolutely free with every purchase of a shape valued at $2.00 undoubtedly pulled a lot of business.

The chief fault to be found with the advt. of the Hudson Bay Co., Vancouver, is that the heading is jumbled.

It is capable of two interpretations. The words "For Women" were unnecessary. Men don't wear trimmed hats, and the presence of the cut discourages any suspicion that the advt. would be misunderstood. The paragraph itself is well worded. The sole idea, and the fact that high-class millinery is being offered is very well

SPRING AND SUMMER
MILLINERY
Bargains
- - in - -
MILLINERY
Summer Hats, both trimmed and unrimmed, at greatly reduced prices. Also all the latest novelties in Flowers, Veilings, Ospreys, etc., etc. Specialty in large Black Mohair Shapes.
L. P. LABRECQUE,
Millinery Importer,
Phone 1040. 77 St. John St.

In this ad. good space has been wasted by repetiti n in display heading

Beautiful Trimmed Hats
for Women to Sell Saturday at $4
This is an extraordinary offering. Two score and ten pretty, stylishly trimmed hats, covering the very latest style whims of the season to take their places on the bargain tables Saturday at $4 apiece. Early comers will be pleasantly rewarded. All shades in the collection, with dainty flower, ribbon and other trimmings. Hats to become everybody; values incomparable. Saturday's price 4.00

In this advt. of the Hudson Bay Store, Vancouver, the heading is too crowded. The words "for Women" were unnecessary.

expressed. Had the writer studied his phraseology more carefully he might have said that the "hats will be placed on the bargain table," rather than that "they will take their places," which implies that the hats were capable of independent action.

A good idea is worked out in the Newcombe advt. This example is representative of a Fort William store, and its arrangement in two columns, with a heading for each paragraph, provides against monotory. A good feature of this advt. is that there is an absence of general talk, information being given regarding the actual goods to be sold. In the general heading the words "will be completely cleared," seem too positive, as it is not possible to say how many hats will be sold. "Must be" might have been substituted to advantage and would have been more in keeping with the statement in the introduction which would have read better had it ended with the word "opportunity."

The extract from an advt. of the T. Eaton Co., Winnipeg, is a good example of contrast in headings and other

VEILINGS
MORTIMER
TORONTO
SEAL OF QUALITY
Two Reasons Why
You Should Buy
FROM
WM. C. MORTIMER
COMPANY, Limited
117 Wellington Street West
TORONTO
Because we are headquarters for the latest ideas in French Novelty Veilings, Auto Scarf Chiffons, Silk Nets, etc.
Because (unlike other houses who buy their stock for the whole season) we receive weekly shipments from our Lyons warehouse, so we have always the Latest Novelties and our goods open out in perfect condition.

matter, the former standing out in relief and indicating plainly the kind of goods and the price, while the other parts of the advt. give information regarding styles and trimmings.

There is not much art about the advt. of G. B. Ryan & Co., Guelph, although it tells a story in concise form. The

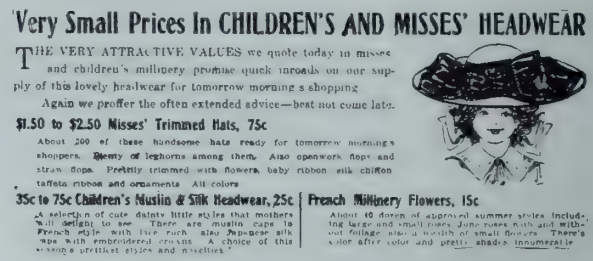
Inksater Bros.
Summer Millinery
Cool, Dainty and Very Smart
Every one of these hats is a stylish hat. Whether it be trimmed only with a large bow or a cluster of flowers, its style is the first thing to impress
Lingerie effects are more than usually charming. Quite different from those of previous seasons. Then there are all the pretty leghorns.
Every woman who sees these beautiful hats will want one to go with her summer frock. She will buy one too, when she notes the prices—
$2.00, $2.50, $3.00 and $3.50 each
This Store will Close at 12 o'clock on Wednesdays, during July and August

An ad. that starts out well, but it conveys no information of exceptional interest.

heading, of course, tells the kind of goods, but gives no idea that a bargain may be expected. This fact should have been observable by the reader at a glance.

The last two sentences regarding hats seem to conflict, but the writer evidently considered that he was entitled to a little license in that regard in view of the fact that he was giving the prospective customers the best of it. The introduction of one or two good cuts would have improved this advt. and this could have been done by reducing the size of some of the type. As it stands it is a practical, general purpose advt.

The extract from the advt. of Glanvilles Ltd., Calgary, is well worded, as far as it goes. The wording would have suited admirably as merely an introduction. But a detailed description of a few models with prices would have given additional interest. This announcement would probably have presented a better appearance as a two-column advt. with more depth and the cut placed on the left side. As it is, the layout is not the most attractive.


Very Small Prices In CHILDREN'S AND MISSES' HEADWEAR
THE VERY ATTRACTIVE VALUES we quote today in misses and children's millinery promise quick inroads on our supply of this lovely headwear for tomorrow morning's shopping
Again we proffer the often extended advice—best not come late.
$1.50 to $2.50 Misses' Trimmed Hats, 75c
About 200 of these handsome hats ready for tomorrow morning's shoppers. Plenty of leghorns among them. Also openwork flops and straw flops. Prettily trimmed with flowers, baby ribbon, silk chiffon taffeta ribbon and ornaments. All colors
35c to 75c Children's Muslin & Silk Headwear, 25c
A selection of cute, dainty little styles that mothers will delight to see. There are muslin caps in French style with lace ruch, also Japanese silk caps with embroidered crowns. A choice of this season's prettiest styles and novelties.
French Millinery Flowers, 15c
About 40 dozen of approved summer styles including large and small roses, June roses with and without foliage, also a wealth of small flowers. There's color after color and pretty shades innumerable

Meaty extract from an Eaton advt.

The advt. of Inksater Bros., St. Catharines, is very well balanced. The heading "Summer Millinery, Cool, Dainty and Very Smart," gives an impression of something very desirable, but the general appearance of the advt is somewhat heavy and scarcely in keeping with the nature of this statement, nor with the kind of goods advertised. The wording of the advt. is attractive and if, instead of stating prices generally, a short list of hats had been given, with their prices, the advt. might have gained in value. To do this it would have been necessary to set it up in smaller type or substitute priced paragraphs for those which generalized the offerings.

Two Models Strikingly Illustrative of Fall Styles—Shown by the Smith-Runciman Co., Ltd., Toronto.

Matches Hats and Fabrics.

One of the best arranged department stores in the Eastern Townships, is that of H. H. Miner, Dunham, Que. Mr. Miner believes that keeping his store in applepie order is one of the best methods of conducting a profitable business, and results have justified this belief.

In connection with the store, which is general in its character, a well conducted millinery department is under the management of Miss D. Beauvais.

A feature of the management of the store, which is specially worthy of note, is the fact that buying in the dress goods and millinery department is done with a view to having goods that match. Mr. Miner consults with Miss D. Beauvais before buying goods, and the colors to be stocked are decided upon. In this way a customer buying a suit length or dress length is able to procure a hat to match the color. This co-operation has proven a decided success, and has materially increased the amount of business done by both departments.

Curls and Puff Clusters.

It does not seem as though there was to be any material change in the manner of dressing the hair during the coming season, and certainly there is no reason to expect that there is any tendency towards any simpler style of dressing the hair. Therefore, the big sale of hair goods and accessories will continue through the Fall. Just at present the turban is not selling so freely, but this is due solely to the warm weather, and the turban together with curls and puff clusters are all indicated in Fall fashions. Paris still favors the touseled head, and the massed coiffure, and there is a tendency to add little bunches of curls, particularly over the ears. This is a style that is very becoming to most faces, and one that promises to be in favor for evening wear.

Silks are advancing, and many lines are from 5 per cent. to 10 per cent. higher, and this applies particularly to the silk and cotton mixtures, for on these goods it is impossible to place orders now at the same price that ruled a month ago.

The big difficulty about the silk business at present is the number of colors wanted, which necessitates the carrying of a large amount of stock.

Veilings and Scarfs.

An excellent business has been done during the past month in chiffon auto veils. The demand is spread over a number of colors and up to date the darker ones have been the best sellers. There are indications that the lighter shades from now on will outsell the darker shades. Champagne, grey, and sky, in light shades, are those wanted and navy, brown and prunelle are the leading dark colors.

There is a good demand for novelty meshes in blank, and the hexagons, bug'e and other fancy meshes are all good. There is a growing interest in lace veils; the high class trade is taking the individual veils, but for the medium trade the lace veiling by the yard is most favored as it enables the customer to buy the length best suited to the hat she is wearing. There is distinct promise of a revival of the drape veil, the lace veils being either draped around the brim of the hat, or left hanging free from the face and just caught at the back.

White wash veils are coming strongly to the front and give promise of being excellent sellers.

Scarfs are as much in evidence as ever and, now that the collarless neck is worn, are of real use. Besides being worn over the shoulders, they are now arranged around the neck and bust with one end hanging over the shoulder at the back. Persian printed soft silks and satins, crepes and chiffons are the new note in scarfs, but Paris has taken most kindly to the scarf of black satin souple.

The present season has been a fairly satisfactory one in the lace department. Allovers have been particularly good, for as long as yokes continue to be worn there will be a good sale for allover effects. The lighter laces are most worn, but Irish and Venise have also sold well. There has scarcely been the demand for Chantilly apart from the millinery trade that was expected, but as styles still favor the use of this lace and of flounces and bands, there should be more doing in Chantillys this Fall.

Advanced samples for Fall show Persian effects strong. Tucked nets have a Persian soutache braid as a heading and allovers are showing with touches of both Persian and of metal braid. These are intended for yokes and sleeves and are already being sampled.

Belts and Buckles.

Preparations are going busily forward for the Fall season, and though many lines are incomplete, and others are only in the beginning, there is much of interest and novelty to point the way.

The manufacturers of belts have done exceedingly well with patent leathers, and now that fashion again favors the belt, they are expecting a most profitable Fall season. Many novelties are indicated both in leathers and girdles, but lines are not very forward at the present time.

The patent leather belt has been the seller this Spring, and looks like a strong factor in Fall lines. Black and chantecler red are the selling colors at present, and many pretty belts are shown, combining both colors. Thus, a black belt will be bound with red, or will be made up of strips of the two colors. The season began with wide belts, but the narrower widths are coming into favor, from 1½ to 2 inches being the best sellers at present.

Though fancy buckles are selling, the different varieties of harness buskles are the decided favorites. They come in gilt, gun-metal, and enameled black, to match the leather. The majority of belts shown are shaped and curved to give a graceful line to the slightly bloused waist. Many of the belts have the edges turned and stitched to make a firmer finish. Lined leather belts are also showing, as it is desirable to have a lining when the belt is to be worn over a light colored gown.

Novelty lines include belts of Paisley-patterned fabric bound with patent leather. Another new idea is the crush belt of wide tinsel ribbon, with a double clasp of chased fire gold, set with mock jewels. These crush belts are the latest Paris idea.

Whether the small hat is coming is an open question, but the consensus of opinion is that the extremely large hat will not be ousted for dress occasions, anyway. The Cloche and Oriental, or Hindoo, turbans will be the shapes of the masses, without a doubt. The latter is the natural outcome of straw hood turbans that have and are being worn, these being made without a frame and little or no trimming, usually one, or maybe two, pom poms being chosen, or a pleated ribbon cockade. There is much talk in the trade of the Hindoo turban, and it appears in all sizes, colors and materials. Head sizes, at least, are sure to be large, if present indications can be relied on.

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The Canadian Millinery Review

September, 1910

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SEPTEMBER, 1910

Season Opens with Optimism.

THE Fall and Winter season of 1910-11 may be said to be fully open now. The past two weeks have been busy ones, and the feeling of diffidence left by the vicissitudes and disappointments of the past season has given way to a feeling of optimism, and cheerful confidence in the future.

Though buyers are leaving good orders, the troubles of the past season are too recent to be easily forgotten, and they are exercising due caution. As a matter of fact the wholesale houses look with greater favor upon the cautious buyer. It is the buyer who makes a judicious selection of goods that he knows he can quickly turn into money, and who is always open to take the season's novelties as they come along, who is regarded as the desirable customer. It is to cater to this class of customer that the mail order business has been devised, and the wholesale houses now use every endeavor to attract and hold the business of such a buyer.

Of course, stingy buying is not advocated, for a proper amount of stock must be secured to do business on a comfortable basis. There is no need to exhaust cash and credit at the beginning of the season by loading up with stock that may have to be carried over or sold below cost later.

Good buying means buying with judgment, and the good buyer is far removed from unreasonable reticence on the one side, and from plunging on the other.

Demand for Competent Milliners.

THERE is a decided scarcity of competent milliners, and the wholesale houses are finding considerable difficulty in finding milliners to fill vacant situations. One reason why milliners are scarce, is because few of them care to face the Fall season in a new position, as the Fall hat is a much more difficult proposition than the Summer one. Velvet, furs, feathers, etc., are harder to manipulate effectively than the lighter Summer straws. Apart from this fact, however, competent milliners are more difficult to obtain. There is the big increase in the business in the past few years to account for this condition, and also the fact that there are many more occupations open to young girls now than was the case a few years ago. It takes a longer period to become proficient in millinery than in many occupations, and it is longer before the stage is reached where the remuneration for services becomes of importance.

This stage passed, all the advantage lies with the millinery business, and once the preliminary years are passed the clever milliner and keen business woman can command a high salary. Not only can she draw a high salary, but in no walk of life is it so easy for a woman to start business on her own account, and with every chance in her favor, of not only making a good living, but amassing a comfortable competence in the future.

Avoid language in your advertising that would lead to the suspicion that you are catering to any one particular class. If you set a medium-price on your hats, it should not follow that you will receive exclusive patronage from the medium class trade. It will surprise you to find that wealthy people are interested in medium prices where the style is right. Dignified language should be a feature of your appeal to all classes, no matter what your prices may indicate.

London Still Favors Sombre Tones but Colors are Coming

Black and White Predominates, but Trend is Toward Brighter Combinations — Renaissance Fashions are Bringing Hats Covered with Rich Tapestry Silks to the Front — High Crowned Turbans and Beehives are Leaders

Staff Correspondence

Office of the Canadian Millinery Review,
88 Fleet St., London, E.C., Aug. 10.

EVEN though the period of mourning is over, black still predominates in millinery. The vogue of black and white is very strong, and nothing startling is seen in the way of colors. Strong blue shades and purple tones are all that at present are put forward by way of variety, and even these colors are not used alone but are combined with black. Just now black and white predominates, but later black and blue, black grey and cerise, black and brown, black and verge and black and purple will rival the all-prevailing black and white. Deep purple and cerise is another new color combination that promises to come to the front later.

Many tints are made by veiling one color with a transparent fabric of another color and thus many grey tones are obtainable by veiling white with black chiffon or mousseline. A medium shade of red veiled with navy blue gives a very smart shade of purple. Two-color combinations promise to be the dominant note in the new millinery.

The news comes by the way of Paris that there is an attempt to introduce Renaissance fashions, and that hats are made from rich tapestry silks in 16th century patterns and colorings. These rich fabrics are plainly stretched over large drooping shapes, often with the brim edged with a bias fold of velvet and having just a cord and tassels in gold or silver tied around the crown.

Picture Shapes and High Turbans.

While the fate of this class of hat is doubtful, that of the large picture shapes and the high turbans are assured. The beehive hats with huge bunches of ribbon are also regarded with a favorable eye.

Large hats are lavishly trimmed with plumes, and while black and white are good, curiously enough, there is a large demand for colored effects.

Willowed plumes are very much in evidence in two-toned effects, black and white, grey and white, blue and green, Royal and black, cerise and black, and a long list of other combinations being used. Many fancy effects in uncurled ostrich are used and this hitherto unattractive fashion has taken on new grace.

Rich paradise is made into high aigrettes and these are lavishly used.

Feather Effects.

There is no doubt that feather effects are to be extensively used and immense wings, and soft feather effects in the shape of aigrettes and mounts are shown. Large birds' heads, lanced plumes, feather rosettes, etc., are all on the market.

Shapes are particularly varied and numerous this year, and though there is quite a strong element of the new bizarre, they are generally found to be becoming to the majority of faces. Large dimensions and bold decisive contours distinguish the new shapes. Nearly all the brims droop and many are of the extreme mushroom type, and not a few curve up in a somewhat V effect in front.

Many of the hats are of two fabrics, being of smoothly applied velvet, silk plush and beaver combined with Persian printed silk or satin, plain satin or Ottoman or bengaline. Beavers are decidedly good and both smooth and rough felts are selling.

Satin-topped hats with velvet facings are favored in wide-brimmed models and they are, as a rule, in contrasting colors. Thus hats of red, mauve, royal nattier, champagne, leather, etc., will have the underbrim of black velvet or silk plush.

Varied Shapes Make it an Easy Season.

Milliners cannot complain of lack of variety in the new shapes, and they ought to find it an easy matter to select from the large diversity of shapes one that will become any face. Large brimmed hats are high style and some very large models are included in dress hats. For the woman who does not approve of the large hat there is the Corday or cloche models and the many varieties of turbans.

Large, wide-brimmed picture hats with low crowns while not particularly new are graceful and pleasing in outline, and another popular shape in the large models are the mushroom shapes with deep straight drooping brims sloping almost directly from the crown and with a waved varied outline. The most striking as well as the newest of the large shapes is Watteau. These Louis XV hats are on similar lines to the Dolly Varden in front but flares out and upwards at the back, showing the hair and also a much trimmed bandeau. These hats have the bandeau all around and this innovation is regarded by milliners as the beginning of a change that will bring the bandeau back again.

Cloche or Corday shapes are very popular. The new cloches have a sloping brim and large, rather high beehive crowns. Many of these hats have the brim shaped like the feather helmets worn by the hen-pheasant in Rostand's play Chantecler. It is said that Maud Adams will star in this play in the coming Fall and Winter, and this fact will, if true, give increased vogue to this new shape. The brim comes well down over the hair at the back, where it widens out to give ample room for the present-day voluminous head-dressing, and in front forms a little pointed peak that is most becoming.

Last, but by no means least from any point of view, comes the turban family. These range from the soft cap-like model which envelops the head, and with a soft, pleated cap-like frill of lace around the face to the many draped and Oriental turbans, and the Louis XV models with the bag-like crown which is arranged in folds that protrude outward, upwards and backwards. Another popular turban style shows the upright brim almost as high as the hat itself, but with a perceptible backward slant. At the left side and the back, the brim draws out and away from the crown. This shape is a most becoming one and most houses are showing it developed in many fabrics, and with many novel trimmings.

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Some Absurdities, but Majority of Hats are Very Pretty

The Cloche or Bell-like Hat Favored by the Masses in New York - Unique Charlotte Corday Influence — Black and White Effects Prominent — Draped Effects Higher at the Back than Side or Front — Unuzual Color Combinations

Staff Correspondence.

Office of The Canadian Millinery Review.
160 Broadway,
New York, Aug. 16.

THE past month has been an important one from a sartorial standpoint. The millinery houses have had their second openings and the city has been and is full of buyers. They do not always buy, according to the trade, which is in rather a disgruntled state of mind, but, of course the season is young yet and there is plenty of time to do a big business. Owing to the length of the season past, the result of an early Easter, there is a tendency to rush the season, and department stores and retail stores are showing early Fall goods. Indeed, not a few silk hats have been seen on the streets.

The Cloche, or bell-like toque, is the favorite of the masses, and even at this early date black taffeta turbans, self trimmed, very high and deep, with a ruche of white valenciennes on the under side just at the edge, are so numerous as to be "common." It is a jaunty looking hat, this black silk cloche, and the white lace gives it a peculiarly smart look. As they are light weight, serviceable and inexpensive, it is no wonder they have become over popular.

Silk and satin hats, particularly the latter, promise to be very strong. Heavy dull satin is considered the smartest. Some very handsome figured silk hats, Dresden and Pompadour effects with a light ground, are clouded with black chiffon or sheer silk grenadine.

Lace Caps the Latest.

The Charlotte Corday influence is at present very strong. There are many mob caps, and no end of models that have a ruffled lace edge. Lace caps are the latest opera and theatre caps, and these are worn under huge velvet or satin hats, and are, of course, visible as the lace ruffle covers the ears and entire head. These charming hats have all the picturesque qualities of an old print or painting. The majority of hats fit down over the head and shadow the eyes. The hair, excepting in the case of the new high back models, is entirely concealed. Lace ruffles, white on black hats and sometimes black on white, are a prominent feature. They are put on about an inch in from the brim, and are from one to two inches in width and of fine Val. Only the fine laces are used so far. Lace is used to veil huge wings, flowers or fruit clusters. As for fruit, however, as a matter of fact, white grapes in large clusters are about the only variety used, but these are used with frequency.

Favored Flowers.

Flowers take a very secondary place. The large silk and velvet rose, in deep and unnatural shades, is the favorite. These are applied flat across the front, on the upper brim, each rose being a different color. There are some very beautiful lace and crochet flowers, large, flat affairs which are beautiful on the satin hats, particularly when veiled with chiffon. Black chiffon over white satin is a favorite effect; in fact, New York is mad on the black and white combination.

Steel Bead Ornaments.

In the feather houses there is so much that is interesting it is hard to tell where to begin. Here, too, black and white effects predominate. There are wings as well as bush effects of stripped black and white, the strips running horizontally and there are check effects, also in black and white and dotted effects. The strip effects are the favorites. Grey feathers on a black hat, or grey wings, are very smart, and here let it be mentioned that steel bead ornaments on black are very well liked. Of course, white veiled with black results in a grey effect so that next to black and white, grey is most popular. Almost all feathers, not exclusive of ostrich, are two-tone or more. Willow plumes, one layer of flues, one white, one black and one of color are very odd. While French plumes are the choice for the most expensive hats, willows are still very strong, particularly in the two-tone effects. Military cockades of clipped ostrich are very smart, standing bolt upright, usually at one side of the back.

All High at the Back.

At present the majority of hats are very high and it is hardly to be expected that there will be any change this season, but the very last hats have shown a tendency toward lowness in the front, although all are high at the back, the majority being raised with a high heavily trimmed bandeau, which tilts the hat forward and, of course, accentuates the long side line which is a feature of the season noted in hats as well as turbans. All draped effects are higher at the back than side or front, and draped turbans and toques promise to be very strong.

Satin, Velvet, Silk.

It is the opinion of the trade that large and small hats will be in fashion throughout this season. Possibly there are more small hats shown; but later on, when the velvet-plumed hat will be seasonable, it is expected that it will be large, extremely so. Velvet and satin are the materials par excellence for dress hats, while for suit hats, beaver has first call. Of course, there are combinations of beaver and smooth felt, beaver and velvet and beaver and silk. There are also chenille hats, not in fancy pleated braids but in tube like rows, and some hats of plush. Two-tone velvet is one of the season's novelties, the nap being darker than the foundation. Mention has already been made of the two-tone silks, changeant, taffetas and twill effects, the latter predominating.

Ribbons follow the silks and are very attractive. Ribbon is the most practical trimming to trim the new back hat. Large bows of wide ribbon are sometimes used. One very unusual hat of the new scoop back variety was trimmed with wide ribbon, in squares of alternating velvet and satin in yellow and black. A cluster of three willow feathers in mixed black, white and yellow, were mounted at the back. This hat was unusually brilliant, perhaps, but it illustrates the fashion of using several fancy materials together.

It is seldom that one sees a hat of a solid color, unless of course, black, and there are comparatively few of these since nearly all have a touch of white or grey on them. White wings on a black hat are very fashionable.

Hats Very Flexible.

There is one very unusual feature about many of the hats, and that is that they are very flexible, indeed some are quite collapsible. Hoods, for instance, of soft felt

or beaver are only braced with wires at intervals, or velvet hats are made on the most pliable of nets, instead of willow or buckram or a regular wire frame. These hats are hardly more than caps, and fit down over the head in most comfortable style. Turbans, the crowns of which are full, like the beefeater hat or the Tam O'Shanter, have very deep coronets, which are much higher at the back and one side than at the other and while the mushroom tendency prevails and the majority of brims droop, yet there are plenty of high coronets and large hats that have a slight sweeping roll at the side. It is curious to note how many hats and turbans have a peak or point at the centre of the back or front. These are very quaint looking and are usually faced with some contrasting material. Broadcloth is used for facings, plain ones, of course. Bindings of silk braid and pipings of satin are also featured.

Will Become Simpler.

At present, the hats are very much trimmed, but they will, of course, become simpler after a while. The queer color mixtures noted give a rather ornate effect and do much toward giving the impression of being overtrimmed. Then, too, beaver, plush and other nap fabrics trimmed with shaggy and bushy feather give a fussy look to the hats, and bush effects are evidently here to stay. The majority are of vulture. There is not much coque used and what is, is the fluted edge variety. In a previous letter mention was made of the vogue of fancy heads, owls, roosters and other birds. Head, tail and wings are used but hardly ever the entire bird, indeed most often the head and tail have no relation to each other, for it is not unusual to see roosters' tail feathers and an owl head side by side.

Season of Surprises.

It is in short a season of surprises and of unusual combinations of color and materials, and from present indications there is no run on one particular line anticipated which always makes a season simpler for all concerned.

The Leading Shades.

As for color, after black and white and grey, mustard and the dull green color shades, which range between mustard and bronze, bright blue and comet which is more of a purple, are the leading shades. When color is used it is used in a medley of shades and for this reason it is difficult to be definite on the color question.

Hand-made Hats.

After playing second fiddle for some time to machine-made hats, hand-made hats are coming into great favor and while not ousting the pressed hat by long odds they are sharing almost equally its prestige, which is good news to frame manufactures and to milliners generally. The handsomest satin hats are hand covered, and many velvet ones, although the blocked velvet hat is a prime favorite for the foundation for ostrich and paradise aigrettes.

While there are some absurdities in the market, the majority of hats are really very pretty. Many, it is true, suggest the Indian head dress as much as anything, since they are a mass of multi-colored feathers standing out in all directions, but on the whole the millinery harvest is an alluring one.

Fall Millinery Opening

AUGUST 29th, 1910

ROBERT TAYLOR

WE ARE NOW SHOWING

Paris Pattern Models and Novelties

and a full range of Ostrich and Fancy Feathers, Felt and Beaver Hats, Ribbons, Laces, Velvets and Veilings, for Fall Trade

Your Early Inspection Invited

76 Wellington Street West

TORONTO

One of the latest Lewis Models. showing Turban, Bandeau and Cap effect — Shown by Smith-Runciman Co., Limited, Toronto

Large Hats and Draped Effects Create Demand for Fabrics

Velvets, Silk Plush, Hatter's Plush and Beaver Strip are Much Employed — Persian-printed Silks and Ribbons are all in High Favor — Val and Chantilly Laces Used — Great Feather Season Indicated.

THERE will undoubtedly be a strong demand for fabrics and trimmings for the Fall and Winter season, as great importance is being attached to made-to-order hats.

The wholesale houses are preparing for a heavy velvet season, both in plain and in fancy effects. Not only are velvets freely used, but wider widths are asked for and the 24 inch velvets are those selling. This is because of the very large hats and the draped effects so much worn. In plain velvets, rich soft pannes are those used and in fancies, shots and moires are most in evidence. Silk plush, hatters' plush, and beaver strip are also much employed. Some hats are beginning to be shown with crowns and band trimmings of fur fabrics and later trimmed with fur and also fur hats may be.

Satin has a Leading Place.

Paris says satin unmistakably, and in high grade millinery the satin hat and the satin-trimmed hat will have a leading place.

Taffeta promises to be freely used both in plain and in shot effects. Faille is also being employed.

The high novelty in fabrics are the rich tapestry brocades, and large drooping shapes are covered with these striking fabrics and the brim is edged with a wide band of panne velvet. Very little trimming is needed and, as a rule, a gold cord girdle with tasseled ends is all that is used.

The popular fad of the season is the use of Persian fabrics. Printed velvets, satins, taffetas and other fabrics are shown in a varied range of colorings, running from gay effects in bright reds, Russian greens and royals to lovely effects in more subdued colorings. Very handsome bandeaux are shown in mingled Persian colorings, and Persian and tinsel cords are a new and decidedly popular feature.

Persian Printed Ribbons.

Though fashion inclines to wide plain ribbons in satin and taffeta, Persian printed ribbons have had a great run. Another departure from the plain ribbon that promises well is the black and white ribbon in distinct stripes.

Velvet ribbons are also much used but chiefly in the narrower widths.

Bandeaux, this season, take the form of lace braid effects in wood silk. The newest are in mingled Persian colorings, but bead and lace effects are appliqued onto velvet, etc., so as to look like hand work. Rubber and wood beads are covered with floss silk and are formed into girdles, etc. Tinsel cords, Persian cords, and silk cords are used as edges and made into wheels and dises.

There is a feeling for handmade effects. Buckles are covered with pleated silk or satin or Persian printed fabrics, and almost the only flowers seen so far are fashioned from ribbons and fabrics. Wreaths of rose buds made from satin ribbons decorate some of the large shapes, and large poinsettas and roses are made of velvet and silk. Lined bows and ear effects of velvet or plush lined with Persian or bright-hued silks decorate many hats.

Valenciennes and Chantilly edgings and flouncings are freely used and later, it is said, we shall see beehive hats of lace and fur.

Pleated laces and pleated silkes are freely used to edge the plain underbrims, and a very pretty idea is to have pleated ruffles of lace droop over the edge of the brim Pleated lace flowers are used and a large velvet mushroom shown had, as the sole trimming, large rosettes of pleated Valenciennes centered with satin-covered cabochons.

Standing trimmings are the leading idea and for this purpose nothing can take the place of feathers. When ostrich is used the feathers are invariably placed in a high standing position, unless they are very large and deeply willowed, and then they are allowed to fall in a graceful fashion on both crown and brim.

Lovely ostrich gives every indication of high favor for use on dressy millinery, and black and white and two-color effects are shown. Willowed plumes are much in evidence, and great clusters of plumes are placed on the large hats.

The uncurled ostrich is put out in much more attractive mounts and promises more prominence than heretofore.

Black and White Combinations.

Aigrettes and Paradise in black, white and in black and white combinations are very popular. High fluffy aigrettes and fancy feather effects come in many attractive novelties in black, black and white and colors. What is known as the zebra effect is very well thought of and promises to be extensively used. Wing novelties of large size are very fashionable and feather bandeaux, feather rosettes, lancer mounts, mounts in turkey, peacock and other fancy effects are freely shown.

The New Colors.

The all-black hat is the leader in every material. In the pressed shapes black is the big seller and more dress hats of black or of black and white or black combined with a color are shown than are seen in colored effects. Blue ranks next to black with Dauphin and King's blue in first place. Other prominent blues are Corbie or inky blue, which is nearly black, duck or sarcelle as it is named on the syndicate card, grey blue, Copenhagen, French blue and sapphire are the leading blues. The new faisane shades which are in rich coppery tones are also good and other good colors are vendange, bois-sacre, raisin, pintade and seal grey, chasselas or grape green and moujik or Russian green, with regent, cerise and the flamant shades as the illuminating colors.

Veilings and Scarfs.

Present selling is confined chiefly to black lace. Brussels lace face veils and washing lace veils are also favored in some centres. There is a big demand for chiffon for auto veils in a variety of shades.

Veilings shown for Fall are a complete change from those that have been favored. Instead of the heavy patterns so long fashionable, the new veils are of the lightest, laciest texture, and are so filmy that the new name for them is the "spider web" veil. They are woven in all kinds of leaf, flower and star designs, held together by numberless fine webs that form a complete all-over pattern. The Chantilly lace veil is still fashionable and promises to be worn also in the Fall.

Great Vogue of Satins and Velvets in New York Market

Mat and Boucle Weaves Grow in Favor — Dark Shades Have Preference in all Materials — Tweeds of Homespun and Donegal Varieties in Strong Position — Big Black Season — Brocades Combined With Fur and Velvet

Staff Correspondence.

Office of The Canadian Millinery Review,
160 Broadway, New York, August 16.

THE trend of fashion is strongly in the direction of fancy weaves of the mat order, with somewhat of a suggestion of a rough surface effect. Mat and boucle weaves in solid colors are being adopted by many suit people. Melanges are shown in cheviots, and tweeds, which are employed for the tailored suits. Zibelines are more likely to find favor among the cloak trade, but they are also taken for suits.

Many pretty wide wale cheviots are included among the desirable Fall materials, and in black and dark blues particularly, these fabrics are in excellent demand.

Tweeds of the homespun and Donegal varieties occupy a strong position in every line.

The plaid back feature has been taken up to a great extent, and numerous attractive separate coats for automobiling or steamer use are made up of these tweeds.

Rough materials, especially in mixtures, are very much favored for Fall garments, and many of them are of such a handsome character that little trimming is required to ornament the garments made from them. It is expected that fancy woven cheviots and its adaptations will have a larger popularity.

Check Combinations.

Checks are also well represented in dark combinations of green and brown, black and raisin, tan and brown, etc.

Mannish effects in suitings, white hairline stripes on black or navy grounds, broken diagonals in two-color effects and small weaves in all woolen cloths are among the Fall offerings.

Black and Dark Blue.

Everyone agrees that it is to be a big black season again. Paris decreed a black season last Winter, a white and black season for the Spring and Summer, and again a black season for the coming Winter, so we expect to see this with the approach of the new season.

After black comes dark blue, some of the shades being so dark as to appear a black-blue. Other shades are of the navy tones, the royal blue, the soft Wilhelmina tone, Copenhagen swallow-tail and light blue. Peacock tones and electric blue are also good, with the dark blues most favored.

Next comes green, known as tea leaf green. The grey shades are held in high esteem also. Particularly popular are the nickel, steel and smoke greys. Among the new brown tones are pumpkin, wood, brown, snuff and sulphur. Shrub is a new broadcloth tone somewhat reminiscent of catawba. There is also Cordelia red and the rose tones. Purples are included in the Fall showings in all shades and tints of the royal hue. Violet, ash, certain of the wistaria tones and dark dahlia will also be seen.

Peau de Souris.

There is a new cloth shown, called peau de souris, which is a broadcloth, much lighter in weight than a casual glance would lead one to suppose—a broadcloth with a rich silky nap, extremely elegant in appearance. It is shown in black and colors and also in a weave with a twilled back, having the surface in peau de souris effect. It is not thought that peau de souris will usurp the place of broadcloths, but they are beautiful cloths and make up elegant costumes.

Voiles, marquisettes and all styles of grenadine effects are again prominent. Black and dark blues are especially good in these fabrics. They are used in conjunction with figured messalines and taffetas for street and evening gowns.

Velvets Very Popular.

Velvets are to be very popular this season, black, seal brown, or raisin color, being the most chosen colors. Velvets, velvets, is what they all say, and there is no doubt but that their demand will be very great. They will be used for suits, coats, dresses and trimmings for all sorts of garments.

Velveteen is being used quite extensively in the garment market for suits and all kinds of models. Corduroy, very much improved in quality and shown in a broad range of colors, is reckoned a very important feature of the velvet vogue. The name corduroy is no longer used, the term velvet cord being substituted. It is thought that many smart little trotting suits will be made of the new velvet cords.

Velvets and velveteens, in bright tones, will be used for cuff and collar finish for many of the tailored suits of cloth and satin. Velvets are slated, too, for appearance in fur circles, where they will be combined with fur bands for the construction of muffs and neckpieces. Velvets and plushes will constitute one of the principal fabrics in the millinery realm. In fact, there is hardly any department of women's outer wear where velvet in some form of variety does not appear. In pile fabrics there is the usual showing of caracul cloth, seal, plush, bearskin simulations and broadtail effects. These fabrics are used principally for long coats for the adult, and for coats and for children's wear.

Handsome Brocades.

Brocades will come in for their share of popularity in the silk market. The brocades are of the sort that look solid and stiff, but they are in reality quite supple, considering the gold threads and the masses of embroideries on the foundation fabric. Some of the brocades are of an Oriental nature; others suggest nothing so much as the handsome tapestries of old French chateaux. Brocades of this sort are combined with fur and velvets for striking and costly evening wraps. For dresses, the brocades are softer in colorings and designs. Most of them are in one-tone effects, while others show Dresden and pompadour designs and colorings.

The revival of Persian seems to be an assured fact for the coming season, and it has been brought out in many different kinds in both silks and cotton materials. The most prominent are silk marquisettes, chiffon, voiles and cotton marquisettes.

Parisian Models

IN these creations the style significance of the season's Beautiful Trimmings is demonstrated in a most artistic manner. They form one of the most prominent

Features of Our Openings

You have our personal invitation to inspect this special display, as well as every other department of our richly stocked warehouse.

Persian and Oriental Effects

now so fashionable in trimming fabrics are shown in choicest colorings.

Feather Novelties, which form a large item in the season's style card.

RIBBONS FOR THE WONDERFUL BOWS and other unique treatments in Autumn Millinery.

Our stock in every line represents the latest and most approved style suggestions.

REMEMBER OPENING DATE—AUGUST 29

D. McCall Co., Limited

Toronto Montreal Winnipeg Ottawa Quebec

Madame Pouyanne mode, made from beaver strip in mole shade; two large natural wings with bows of duchess satin ribbon in old gold shade - Shown by Debenhams (Canada) Limited, Montreal.

Millinery window by J. C. Edwards for W. A. Cressman, Peterborough.

Study the Onlooker's Point of View in Advertising Millinery

Criticisms are Often Helpful if Received in Proper Spirit — One Milliner Had Practical Proof of that Fact — Give the Window and the Advertisement Features that Will Stick — How Customer's Personality Asserts Itself

A WINDOW trimmer who spends the greater part of his time in designing new display effects, and also looks after the store's advertising, states that some of the most valuable aids in his work were the criticisms he heard by mingling with the crowds which gathered in front of his windows. This practice, he said, enabled him to consider new window arrangements, with the somewhat impersonal and impartial attitude of the public. He had often found himself giving way too strongly to his own particular taste in some things and on stepping back for the moment to take a critical view of the proposition, had been enabled to obtain results which he knew would be of greater interest to greater numbers. In preparing his ads. he kept the same thing in mind, and it helped him considerably.

Don't be Afraid of Criticism.

Of course, the trimmer of the millinery window in a town where everybody knows everybody else cannot always obtain unbiased criticisms. She would be immediately identified among any number of people and the cork would be applied to critical analysis which sought expression. She can, however, encourage her staff to tell her of any remarks, complimentary or otherwise, with reference to her store, her window, or her methods of doing business.

The milliner, however, must not receive any adverse verdict with a despondency which will unfit her for a course of action calculated to improve. She will have sense enough to satisfy the just from the unjust statement, and she will know when a critic knows what she is talking about and will appreciate the pointers that she obtains from that source. She will begin to realize that in conducting her business it is wise, in fact, essential, to fairly consider the views of people, whether regular or prospective customers, with reference not only to her own, but to her competitor's business.

Converting the Passer-by.

This sizing up of the opinions and the likes and dislikes of that part of the public that is interested in millinery, and the application of advice obtained therefrom, is very often the means of converting the passer-by into a stepper-in. It is a purposeless attitude which assumes that the buying public will bite at anything, and that the publicity end of a business, whether it be a window, a showcase, or newspaper ad., or all three, requires no previous study in respect to best elements of attraction.

A milliner gives an instance from which she says she received one of her most important lessons in window trimming. Early last season she placed a number of hats in her window without any thought to the fact that they all had wheat spray trimmings in some shape or form. One of her salesladies happened to overhear a discussion of the window at her boarding-house, in which one lady remarked: "She evidently has a great crop of wheat sprays. They're going to be common, that's sure; no wheat sprays for mine." The saleslady reported what she had overheard, and a window with a really good assortment was substituted. Curiously enough, the window was commented upon next day and in far different terms.

Easy to Draw a Line.

"That experience proved to me," said the milliner, "that by overdoing one particular thing, it is possible to injure its selling possibilities. Wheat sprays were very popular last season, but I recognize now that there are ways to display things of that kind which will either draw a very severe line between the popular and so-called high-class trade, or bring a desirable amount of trade from each preferably the latter."

Now, the same idea must be introduced in connection with the advertising of the millinery store or department. Do not make the advertisement all wheat sprays, or, in other words, study to give the ad. some distinction. Consider that you are the reading public, and ask yourself, "What form of advertisement would interest me most if I were looking for a hat?" Look over some of the advertisements that have previously represented your establishment, criticize them, cut out what you think is non-essential. You may be devoting too much space to your name. The heading may be meaningless. You may,

Stylish Model Shown by Smith-Runciman Co., Limited, Toronto.
This cut also illustrates the new vogue in fur sets.

for example, have allowed yourself to say, "Our stock is new and up-to-date." Had you looked that sentence over from the point of view of a disinterested party you would have seen that so commonplace a statement was quite unnecessary, that no one would expect to find any other kind of goods at that time of year in your store. Give your people simple facts, well expressed, and try to get something in it that you think will stick or make an impression. Watch other people's advertising. It is possible that it may suggest something original or worthy of adaptation.

The Onlooker's Viewpoint.

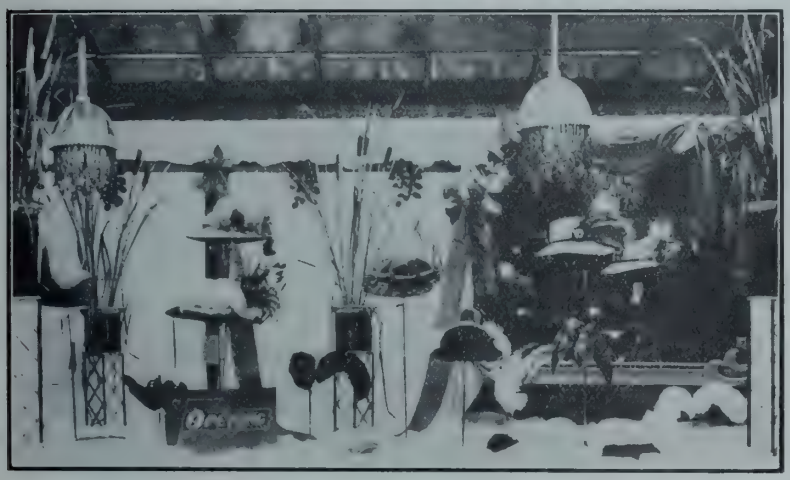
Try to develop the onlooker's point of view. It is very often the case that, as the milliner mentally scans the list of people whom she is trying to please, some characters will stand out more boldly than others—people whom she knows have strong personality, and who have impressed themselves by some peculiarity of preference. While it may be possible to so feature some part of the stock in order to assure these people that you are paying some attention to their particular taste, the fact must be well considered that representative ranges must not be sacrificed to a few distinct personalities. It is this summing-up of types which proves to be a great problem to the buying milliner.

Every Hat Suggestive.

"Do you know that after I have received my stock for a season," writes a milliner to The Review, "that there is hardly a hat in my stock which does not suggest to me its fitness for some one of my most prominent customers. As soon as one of these people enter my store I can immediately place my hand upon the hat, or shape, or trimming, which I think most suitable for her, and although I never try to enforce my opinion, the final selection is in its favor in the majority of cases. Of course, every milliner must be skilled in matching complexions and that sort of thing, but there are customers who come season after season of whom one unconsciously thinks in sizing up requirements previous to buying. The great thing to avoid is the stereotyped style for such people, and while one knows their preferences, it is not always an easy matter to give it dainty and original expression."

It is this concentration upon outstanding types which public speakers often find useful in marshalling their thoughts. One of them has stated: "When I address a gathering I immediately forget that the hall may be crowded or that there are more seats than people, but I bear in mind that every audience is made up of cranks who are sure to misunderstand what I say, considerate thinkers, and people who merely wish to be entertained. Keeping this in mind, I realize that I have to be very explicit, that I have to put the greatest possible amount of information into my discourse, and that it must be put into interesting shape."

Here is a pointer for the milliner. She must bear in mind that she has to deal with many inconsiderate people, who are likely to become disgusted at smallest details; she will meet others who know what they want and are satisfied when they get it; and, again, there are many, the great mass, for whom she must be able to suggest, and whose selections will depend largely upon the milliner's originality.



Background of white brocaded satin, stretched over a frame; about 18 inches to the front was a lattice work of quarter-inch lumber, painted white and gold and divided into five sections intersected by electric light enclosed in fancy shade.

Two of a series of four opening windows by Warren Andrews for Anderson Co., St. Thomas. Floors were covered with white flannelette. Uva sprays in green were also used in back, top and sides of window.

Style Features of Long Ago still Noticed in Modern Millinery

Something About the Hats that Were Worn in the Early Days on this Continent — Much Adaptation in Modern Modes — Informing Material in Present Day Publicity with Reference to Style History.

STYLE artists have, in the past few years, been delving deep into history, with the object of seeking inspiration for modern modes. Some results have been daintily picturesque, representing, as they have, unique adaptations which were immediately received with approval and became the accepted styles. Others have been somewhat ludicrous. In their incipiency many of these productions have introduced some very extreme departures, which, however, became modified to suit varying tastes.

Feature after feature has been introduced; page after page has been added to fashion history, and it is not surprising to find that in the publicity of the present day much space is given to a discussion of style development or descriptions of modes which have preceded those of the present day, but from which much suggestion has nevertheless been obtained. One of the most informing pieces of literature which has recently been issued took the form of an advertisement by one of the large retail houses across the border. This advertisement, in fact, described a display illustrative of early modes. It drew large crowds to the department. Another man featured in his window two hats typical of the early part of the last century, and two stylish creations of the present day. This made an attractive display, and he declares that he did an excellent business.

In the example of publicity referred to, the writer, in brief paragraph, describes styles that were in favor in early times on this continent, and then discusses subsequent modes and suggestive types thus:

In New England, Puritan women wore beaver or castor hats, made in England, and costing $20 to $30. The first bonnets were worn in 1725. In 1743 the first millinery advertisement appeared. In 1760 came the quilted bonnets. In 1764 the leghorn hats made their bow and with them the Queen's bonnets.

The first milliner, Mary Gabrille, opened a shop in Hartford in 1760, advertising the milliner from France, and charging two shillings and sixpence for making bonnets. Chip hats were first shown about this time, at $1.25 each; then came the white beaver riding hats in 1783, and they have been popular ever since.

The air balloon, a French style, came into vogue with the princess, in 1784; at the same time came an American style—large brim, with a low, soft crown, bows and long ends at the back, trimmed with ostrich tips.

The first straw hat in America was made by Miss Betsey Metcalf, of Providence, who plucked oat straw bubble, split the straw with her thumbnail and wove the braid. At this time she was but twelve years of age.

In the 19th century garments of Greek simplicity were greatly favored and large hats were much worn. In 1810 came the loose turbans. In 1815 little caps called coronets were introduced, but in 1820 the leghorn had a great vogue, being shaped like bonnets. Forms of the poke prevailed, faced with lace and decorated with plumes and flowers. In 1845 the shapes started to grow smaller, and by 1850 the bonnets were almost hoods. In 1860, hats grew smaller and skirts larger, and in 1865 bonnets were so small they could hardly be seen. In 1870 hats became more sensible; hoop skirts were reduced in size, and bustles made their appearance.

In 1875 hats began to increase in size, while five years later jersey waists appeared and pinchback skirts were worn. Even men were affected by the tight styles; many will remember the skin-tight pants of those days. In 1885 the Dolman was the feature in wraps and Prince of Wales plumes became the fad. In 1890 sleeves began to grow large at the shoulders—and the Mother Hubbard came into prominence.

The Dutch bonnet became a distinctive feature in 1895 and was followed by the short-back sailor; then, in 1898, came the beautiful shepherdess—raised in the back by a bandeau decorated with flowers. In 1900 the Charlotte Corday was a fad.

During the 14th Century an almost hideous style was received with great favor; later on, however, women wore a simple chaplet, leaving nearly all the head exposed.

In the 15th century Roman women wore fancy nets. An effort was made to abolish the bonnet, but without results. A flat cap flaring at the sides, with veil or muslin, starched stiff and highly polished, was very popular —the first step in hood effects. Then came the cornucopia—which reached tremendous heights.

In the 16th century (1510) came the familiar Turkish fez, covered with silk, worn on back of head. Then came the Marie Stuart, a sort of French hood with a small ruche; and this little bonnet, modified, is popular to-day. In this period, too, Nell Gwynne wore hats that were four feet across, had straight brims, with small crowns, and profusely decorated with ostrich plumes of immense size.

Bonnets and streamers came into vogue during the reign of Louis XIV. Hats were made on wire frames, covered with silk, ribbons, linens and laces. Criticized at first, it soon paved the way for many millinery ovations.

Immense coiffures came into vogue about this time, being so enormous that no head-covering was needed. Hair was decorated with feathers, flowers, plumes, etc., the entire mass rising to really prodigious heights.

The 18th century brought hats with lower crowns, with flat and rolling brims; mostly straw, decorated with plumes and heavy ribbons arranged in bows. Marie Antoinette wore hats of white straw with brims three and a half feet across, and crowns seven to nine inches high; all profusely trimmed with marguerites, bluets, buttercups, poppies and grasses; also large bows and ties of many-colored ribbons, nine inches wide.

The Egyptian wore headwear of pure gold, set with jewels, wings covered the side of the head, and a richly-embroidered silk cape formed the back.

The Assyrian wore diadems of gold, high in the front, engraved and studded with jewels, hair frizzled on ends, each little curl holding a pearl or diamond.

The Greek wore a covering known as a Kaktyphalos. Veils and draperies held full sway. Hats of circular shape were worn by the Thessalonians. Many handsome combs were worn.

The Roman wore elaborate decorations, including garlands of flowers, diadems and even helmets. Embroidered nets confined the hair and laurel wreaths were in high favor.

The Byzantian wore fabulously expensive head-dresses, studded with jewels to the very limit. This period handed

down the fondness for crescents, anchors, buckles and ornaments.

The Carthaginian, a diadem of gold; insignia of her rank; hair powdered with gold dust, gathered up in the form of a crown or allowed to hang loosely over the shoulders.

The Bavarian wore light materials, such as silk, satin and velvets; dress hats of heavy gold cloth, embroidered with saphires, pearls and other precious stones. Such hats are even this day seen in Russia.

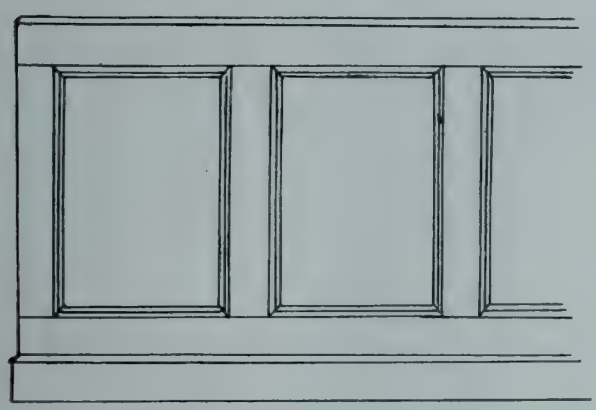
The turban is handed down from the earliest generations in Italy, Sicily. Metal ornaments, spangles and bangles were frequently used as a decoration.

Simple and Inexpensive Background.

To the milliner who is planning improvements to her display windows, probably with the idea of doing away with the antiquated Nottingham curtain background, and to replace it with something more up-to-date, is recommended the background put in last season by a Toronto store. This store is 30 feet wide and has two windows about 12 ft. 6 in. by 4 ft., with an entrance in the centre, and the background in question is used in both windows.

The construction is simplicity itself and any carpenter able to do neat work can put it in. Planed lumber, about 5 in. wide, finished on each side with a molding, such as is used in making doors, is used. For the windows five panels, 30 in. wide and 36 in. high were used, but, of course, measurements would vary according to the size of the different windows.

The frame is painted white, and the openings are filled with burlap stretched over a frame and gilded. The panels filling the openings at each end are separate and



Section of simple, though neat, paneling for window background.

made to take out, giving easy access to the window from each end for the purpose of dressing it or reaching stock out of the window when wanted.

The floor of the window is covered with old gold felt, and the stands used are handsome ones of satin-finished brass. Pedestals of wood painted white, of different sizes, used in connection with glass shelves, are frequently used to display millinery novelties in these windows.

This store is finished in white and gold, all the stands, counters, cases, etc., being painted white, and a cosy note is given by several comfortable wicker chairs, painted white, with cushions of gold plush. The two fitting rooms are divided from the store with curtains of the same, hung on brass rods. The walls are white, and the carpet a soft tone of green. The interior is artistic and restful, and prepares the way for the millinery shown.

Visit Montreal Openings

FOR

Our Fall, 1910, Opening

August 29th

We will show a select range of

Imported Pattern Hats

and a

Wealth of Exclusive Novelties

Your Inspection Invited

Farrell, Belisle & Co., Limited

257 Notre Dame Street West

MONTREAL

STREHL'S HAIR GOODS

are recognized as the standard of quality. If you want to make a trial of this line, all that you will have to do is to put in a few samples. This will enable you to show the different sizes to your customers, and if an order is taken by you send same to us with sample of hair, the exact color, and we will forward goods by mail or express. We will cheerfully take back goods if not satisfactory. You run no risk.

A "SPECIAL" SWITCH

A good seller and a money maker, made of second quality WAVY hair in good assorted colors.

No.	Weight	Length	Each	Dozen
500	2 oz.	24 inch	$2.25	$24.00
450	2 oz.	22 inch	1.75	18.00
425	2 oz.	20 inch	1.50	15.00
400	1½ oz.	18 inch	1.15	12.00

STRICTLY FIRST QUALITY

Assorted Colors—Short Stems

No.	Weight	Length	Each postpaid	Dozen
11	1½ oz.	16 inch	$1.50	$ 15.00
12	2 oz.	18 inch	2.00	21.00
13	2 oz.	20 inch	2.75	30.00
14	2 oz.	22 inch	3.25	36.00
15	2½ oz.	22 inch	4.00	45.00
16	2½ oz.	24 inch	5.25	60.00
17	3 oz.	24 inch	6.25	72.00
18	3 oz.	26 inch	7.75	90.00
19	3½ oz.	28 inch	9.00	102.00
20	4 oz.	30 inch	11.00	126.00
10 Sample Switches				$49.75
Less 6 per cent. for cash				3.00
				$46.75

SECOND QUALITY HAIR

Assorted Colors—Short Stem

No.	Weight	Length	Each postpaid	Dozen
21	1½ oz.	16 inch	$ 0.50	$ 5.00
22	2 oz.	18 inch	.65	7.00
23	2 oz.	20 inch	.90	10.00
24	2 oz.	22 inch	1.10	12.00
25	2½ oz.	22 inch	1.35	15.00
26	2½ oz.	24 inch	1.50	16.00
27	3 oz.	24 inch	1.75	20.00
28	3 oz.	26 inch	2.40	27.00
29	3½ oz.	26 inch	3.00	33.00
30	4 oz.	28 inch	3.50	39.00
1 Sample Switches				$15.33
Less 6 per cent. for cash				.92
				$14.41

We are Headquarters for Switches

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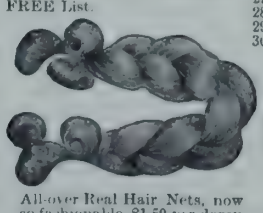

All-over Real Hair Nets, now so fashionable, $1.50 per dozen.

THE CORONET PUFF

A group of puffs, made of soft natural curly hair The latest style of coiffure, easy to arrange and universally becoming

Per set of 7 puffs, $1.75 Per dozen, $18.00
Per set of 6 puffs, 1.50 Per dozen, 15.00
Per set of 5 puffs, 1.25 Per dozen, 13.50
Per set of 4 puffs, 1.00 Per dozen, 11.0

Shades of gray, blonde, drab and auburn are more expensive, according to the scarcity of color. Any size and number of puffs made to order.

NOTICE—Cut Hair made into switches, 35c oz. Combings made into switches, 40c oz.

WILLIAM R. STREHL CO.

34 MONROE ST., CHICAGO

Illustrating the new Paquinette Scarf, which is made of Satin 9 to 12 in wide and two yards long. —Shown by Cockburn & Rea, Limited, Toronto.

The hat is a small Black Plush Turban, with strappings of Black Satin Ribbon and trimmed with Black Ostrich Aigrette.

Rich Displays by Montreal and Toronto Wholesale Houses

The Buying Season Now in Full Swing --- Description of Notable Models and Trimming Novelties --- Workrooms are Very Busy --- Scarfs and Other Accessories --- Rich Assortments for the Purchasing Milliner.

AMONG the wholesale millinery houses, the buying season is now at its height, and for the past week, display rooms have been the objective point for milliners from all parts of the country, many distant points in the west being represented. House staffs are very busy, and all indications point to a very satisfactory season. Some complaint is expressed with regard to delivery of import goods in transit from ports of entry to their destination. This is one result of the G.T.R strike. Competing lines to whom shippers looked for something like satisfactory service have been badly congested, and in some cases goods are several weeks overdue.

Some description of the desplays made by individual houses in Montreal and Toronto, follows:—

Displays by Montreal Houses

John B. Caverhill & Company.

Caverhill & Co. have been doing a good early business in corded silk hats, which are among the features of most of the Montreal displays. They report the extremely large black velvet hats to be in good demand, chiefly in the modified mushroom effect. A novelty is the double brimmed mushroom. Many of their plush hats are shown in close fitting brim effects, somewhat after the peach-basket order. They are showing a number of large satin hats with velvet underbrim, in mushroom effect, but slightly raised on one side. A line of hats with heavy bengaline tops, and velvet faced brims, are raised high on the left side and caught up slightly in front.

The high favor to be accorded Persian effects throughout the coming season is exemplified in several styles of velvet hats with Paisley, Dresden or Persian silk facings, another novelty in hat shapes are those with tops of gold or silver tissue, and velvet underbrims. These are expected to have a certain vogue, but are rather too flashy to carry in very heavy stocks. The best black and white trade is expected in the more expensive lines. Old rose, prunelle and amythest are expected to be especially good shades in beavers.

Debenham's (Canada) Limited.

This house has prepared for a big season in velvets and other pile materials, and the display of millinery trimmings includes all the new shades in high-grade velvets, in hatters' plush, a novelty of the season; couche velvets, in which they have stocked heavily and have already had a big sale on early placings; and in beaver strips, this year obtainable in all shades. They expect to do a good trade in soft piece satins, in plain tones and also in the richer shot effects, which will be used largely for draping. Tinsel nets in gilt, old gold and silver are shown, which will be used chiefly in the decoration of black velvet hats.

Soft satin and taffeta ribbons in plain and shot effects are here a feature of the trimming display. Chenille, Paisley and Dresden bandeaux are novelty trimmings in which this house has a very rich assortment. Feather trimmings are promised special vogue, with black and white, separately and in combination, leading. Willow plumes are particularly good, and are shown in both black and white, and in the new barred black and white effects. Brush ospreys, heron mounts, imitation paradise mounts and pompons will all have their share of attention for finer trimmings. Wings are much larger and stiffer than last year and a good trade is expected in the broad flat varieties which will be used in many cases to form the entire hat crown, especially of the larger hats, which are just as low and flat in effect as the turbans are high and narrow. The steel buckles, for which there is already a good demand, all show the new French lacy effect in fine lines. Buckles are for the most part long and narrow, shown in steel, brilliants, jets and gilts.

Black velvet hats are a feature in the untrimmed section, many of them quite large, with graceful flowing lines, and slightly shorter in front than in the back. All are mushroom in effect, the turbans very high and fitting closely to the head. A good trade is expected in chenille hats, and a number of models in beaver and fur are also shown. Plain felts are confined chiefly to turbans and other shapes for matrons' wear.

Among the trimmed models is one by Poyanne, a dark green poke effect, with wide drooping sides, in chenille, with a velvet facing. The trimming consisted of a high cockade of hackle and coque feathers, and looped choux of paisley ribbon, a twist of the same ribbon placed underneath, to rest on the hair at the back.

A Germaine model shows a straight up turban brim in front, and a scoop in the back filled in with a bow of soft ribbon. A large white wing forms the crown, and the hat is lightened by touches of burnt gold tissue.

A draped toque of fawn beaver designed by Lambert Bernheim, shows a straight stiff turban band on the left, the beaver draped over to the right, and caught at the edge with a handsome buckle. A large beautifully tinted osprey is fastened at the centre front of the hat.

A small Laget model is of black beaver, with turban brim, and a feather bandeau in Royal blue and black standing straight up around the crown. On the right side of the brim is a flat, stiff pleated bow of blue velvet.

A scotch turban crown is shown in a small jet turban, with the brim raised slightly on the left, where two lovely willow plumes are caught under a bow of black velvet ribbon and droop softly over to the right.

Farrell, Belisle & Co.

Among the handsome imported models seen here is a mushroom effect in black velvet, the brim faced for about half its width in pale pink. The large fancy crown is caught in front by a long jet ornament, and the hat is trimmed with a huge willow plume in cashmere effect in grey and pale pink. A large hat which comes down very low on the head has a crown of seal brown bengaline and brim of velvet in the same rich dark shade, faced with palest pink. A jewelled ornament and black and pink osprey constitute the trimming.

No. 1 – Black Velvet Hat, with facing of Black and White Checked Velvet, and trimmed with a Black and White Willow Plume. See details of construction on page 27.

A lovely girl's hat is of cream lace fitting smoothly over a pale blue silk shape, faced with black velvet. Clusters of pale blue and black buds are caught on brim and crown. A band of black velvet ribbon is caught over the crown to the right and finished in streamers held in place by a tiny jewelled buckle.

A handsome fur hat intended for the later trade has a sable brim and draped velvet crown. Two richly jewelled ornaments are fastened on either side of the front, and a long willow plume caught near the front droops softly below the brim at the back. Another fur hat in a soft black fur, is long from front to back and trimmed with a large white wing on either side. A hat of rich blue velvet in a pointed front effect, is trimmed with natural tinted wings faced with gold tissue and finished with tiny gold balls.

Among the novelties in trimmings which this house is showing is a display of aigrettes with curled tips. They expect a good trade in uncurled ostrich and willow plumes. Handsome mounts are shown in pivet feathers, the fine velvety feathers taken from the neck of the goose at certain seasons of the year. These are in pompon effects with stiff curving quills coming from the centre. A good business in black and white has already been done in wings, plumes and ostrich mounts. The vogue for steel trimmings is shown in a handsome model already sold, in which a steel worked band is caught about the crown of a raspberry tinted velvet, and finished in front with a flat bow.

J. M. Orkin & Company.

"The small, tight, high turban, sometimes with a brim eigteen inches high, is a feature of the season's trade," we were told here.

The Elsie Ferguson turban is one novelty. It is in a rich cockscomb red tone, with high round crown, and a high tightfitting brim cut in four curves, giving the hat a square effect when worn. All the turbans have high crowns, some long from back to front, others shooting off towards the left. Even the turbans show the season's trend towards mushroom effects.

Black, and black and white, light navy and the Royal blue tones are the predominating shades shown here, with forecasts of a heavy trade in all lines in black. A fair demand is also being made among the early sales, for Royal purple.

In order to meet the demand for broad hat effects, velvet for covering and draping has been manufactured in 24 inch width this season, a width never obtainable before. In the willow plume section a novelty is a very long flat plume which will rest on the brim of the hat all around. These plumes sell to the trade at $15 and upwards.

Some fine feather toques are shown, having the brim of five overlapping folds coming quite to the top of the crown. A very fair demand has already been made for these. A good trade is expected in beak effects for finishing off wings, ospreys and all feather mounts.

Large Germaine Model of Black Velvet on the Empire Style, with Ruchings of Reversible Soft Satin in Paisley Designs and with Satin Border. Shown by Debenhams (Canada) Limited, Montreal

Large Black Velvet Hat, with Feather Bandeau in Black and White and Folds of Corded Black Silk Ribbon — Shown by Debenhams (Canada) Limited, Montreal

No. 2.–Model in two tones of golden brown with flower trimming across back. See details of construction on page 27.

A beautiful imported model shown here is a large black hat with drooping brim and huge crown of gold cloth draped with black lace, caught across with a strap of black velvet. A box pleated poke drooping almost to the shoulder and coming to a short point in front is of navy blue velvet, and shows a soft draped crown of shot silk in blue and red, finished with a huge Alsatian bow in front.

A double brimmed hat of pale blue, faced in black velvet has pink roses draped in gold tissue placed between the brim. A rose with a pleated lace cap is placed under the brim at the back, and the hat is finished with a mount of black ostrich.

A handsome toque of gold tissue and Persian silk is trimmed with upstanding wings and short pleated rosettes of silk.

What Toronto Houses are Showing

Carter & Kenny.

This firm have had a very successful advance season with their tailored and ready-to-trim models, and now have in preparation their novelty line for the openings. Tailored hats should not be confounded with the one-time ready-to-wears, as they are as carefullly designed and as well made as any hats the milliner can produce in the workroom. Because they are made up in quantity and by skilled special help, they can successfully compete in price and style with the workroom-made hat. Milliners will find it to their advantage to stock these hats, as by carrying a line of these goods they will lessen the pressure on the workroom staff and leave them free to devote attention to the more dressy millinery.

The high novelty in this line is the suit-case hat, the greater number of shapes shown being in turbans and small and medium mushroom shapes. Black and white is high style, and black and blue is a decidely favored combination. Other colors represented are royal, navy, pheasant, Russian green, violet and vendange.

A smart high turban in the very fashionable black and white combination had the slightly slanting brim almost level with the crown. Both crown and brim were covered with black panne, the brim edged with an inch-wide band of white kid. At the side was placed, in an upright position, a military mount in soft white feathers, the end hidden under a large jet cabochon. A model that was both beautiful in line and in effect was a medium mushroom shape, plainly covered with Vendange velvet, a deep collar of the velvet around the crown being the only trimming, save for one cerise quill posed right across the back.

A draped turban in Russian green velvet showed a new model that was long across the head. The brim was of fancy braid in a darker shade of the velvet. The original draped crown was all in one piece, and was high at one side, the points of the drape being caught under a large gold ornament in front, and a smaller one behind.

A new turban, the brim almost of equal height with the crown, and drawing away in Chantecler effect in the left and back, was plainly covered with black panne velvet, and had a large wing in flamant red at the side.

A turban model had a large box crown and waved mushroom brim. The velvet was of the new pheasant brown, and the high crown was plainly covered, and there was a bias drape around it. The brim was plainly and smoothly covered with the velvet, and there was a plain taffeta silk facing used in the same shade. The crown had a very perceptible slant from back to front, and five hand-made roses of pleated taffeta formed a half wreath across the back, one was reseda, one vendange and three in different shades of brown.

Cockburn & Rea, Limited.

Though somewhat retarded in their preparations for the early trade by the delay in the delivery of their higher novelties, Cockburn & Rea have on display a number of choice, imported Paris and New York patterns, as well as a large selection of handsome models made up in their own workrooms.

Among the many striking models shown, particular mention should be made of a striking turban in the new high-crowned narrow-brimmed mushroom shape. This turban was developed in the popular black and Dauphin combination, the crown and brim being covered with satin in this rich shade of blue. The side of the crown is covered with a wide lacet bandeaux, finished at the side with three discs of the blue satin. One large blue willowed rosette formed the only trimming on this handsome Paris hat.

Though fur hats and fur-trimmed models are to be much worn during the coming Fall and Winter, comparatively few models have as yet been shown, but one of the smartest yet seen was a turban of sable fox and deep pheasant brown silk. The full draped crown was of the darkest shade, the one numbered 5063, on the syndicate card. This shade is almost black, and is just the tone of the fur. The fur covered the brim, and a handsome upstanding ostrich mount, exactly matching, completed this smart and chic hat.

Another lovely turban shown—a Pouyanne model—was of purple velvet, the draped crown being of the velvet and the brim covered with a rich bandeaux in mingled Persian shades.

One of the most striking patterns seen here was a Louis XV. hat, with the low, round crown and poke brim flaring up at the back. This hat was developed in deep claret velvet, lined with cerise velvet. The crown was partly covered with a bag drape of the claret velvet held in place by a girdle of rubber and wood beads and braid covered with floss silk in Persian colorings.

There is a tremendous vogue for satin shoulder scarfs. These scarfs were introduced by Paquin, of Paris, and have been a feature of late Summer fashions in Paris, London and the various European watering places. New York has taken them up, and they promise to be very fashionable late into the fall. They are of black charmeuse satin, lined with a contrasting shade, generally white or purple, or grey, but other colors and also Persian-printed satin is used for this purpose. These scarfs are usually about three yards long, including the tassels, and are about 16 inches wide. They are worn around the neck, one end hanging in front and the other over the shoulder.

G. Goulding & Sons.

This house had a very large display of pattern hats on view, for the benefit of the important contingent of early buyers, which each season is becoming larger, and of more importance. Every buyer of any standing always makes a point of seeing the sets displayed by this firm, as an opening attraction, for they know that they will illustrate and emphasize the very latest touch of the advance modes.

The most interesting set from the fashion view point is a black satin Paquin scarf lined with white satin, and

No. 4. Medium-sized hat of black velvet, cream moire draped crown and trimming of sable See details of construction on page 27.

a renaissance cap of black satin to match. These renaissance caps or toques are the very latest style Paris is putting forth. One shown by this firm, is a square cap much in the shape of a square bosetta, such as priests wear. This toque is of rich black panne velvet, with an ostrich plume upstanding at one side. Another of these renaissance hats has the crown of suede kid in the natural shade with the brim formed of tapestry edged with a double fold of black satin. This band finishes with a point at the side, fastened with cord, disc and loop.

As black furs are so fashionable, it is not wonderful to find several sets in Persian lamb. Perhaps the most striking shows a high crowned mushroom hat braided in allover pattern, with soutache and having a broad band of Persian lamb around the crown. The smart little collarette fastens under an odd-shaped chon of royal blue velvet, and is further ornamented with pattes of satin rat-tail.

A very elaborate set consists of a long scarf-like wrap cut square behind and formed of two broad bands of Hudson seal, centred with rich beige and gold brocade, veiled with white crepe. The centre is further ornamented with ribbon roses in dull gold shades, and a fancy cord of plaited satin disposed in large swirls ending under a motif of Persian cord and wooden beads. The whole scarf being edged with a puffle of Val. lace in Paris shade. The high-brimmed turban has the crown covered with the veiled brocade and the brim of the fur with an upstanding plume of beige ostrich, and the large barrel muff matches the scarf. A lovely set for a young girl consists of a Dolly Varden hat with crown of white fox and brim covered with white silk, veiled with crepe, the under-brim being of rose-pink satin, veiled with crepe, and there is a large bow of the same posed in the fur of the crown. A high note is given by a bronze-gold passementerie motif.

John C. Green Co., Limited.

The season promises to be one of decided novelty and in both large and small hats, for both are now shown, decided beauty of both color and line is shown. Never was there a season that favored the clever and artistic milliner more, and never before has she had such a wealth of rich and varied materials to fashion into lovely models. Rich velvets, silky plushes, soft satins, that fall into graceful folds, almost at a touch, dazzling shot fabrics, and last, but not least, striking tapestries are combined with sweeping ostrich or paradise and endless conceits in fancy feathers.

Paris is now sending out some very interesting cap-like renaissance models, made more decidedly sixteenth century by the fabrics and colors in which they are developed. But Paris is not showing small models alone and some very large scoop hats, low-crowned sailors, and second Empire capelines are shown. Illustrating this mode was a large double-brimmed capeline bent into a sharp V in front. The low, round crown and upper brim was of black velvet, the under one and the facing of white satin and the brim draped with black Chantilly lace. Tucked between the brims at one side was a cluster of made rosebuds of dull rose ribbon and bronze gold lace. Let into the dent in front was a magnificent black paradise mount, sweeping backwards over the crown.

Satin scarfs are the rage of the moment, and a most original set of scarf, muff and hat was shown in a new

Attend the
St. John, N.B.
Millinery Opening

Sept. 7th and 8th
1910

TAKING place, as the St. John Openings do, during the *Dominion Exhibition*, an opportunity is given to visit St. John and take advantage of the exceptionally low fares the Railways and Steamship Companies are offering.

We, on our part, have been carefully planning for the event for months and promise an Opening and Display that will well repay your coming.

Full particulars and information for the asking

BROCK & PATERSON, Limited
ST. JOHN, N.B.

Please mention The Review to Advertisers and Their Travelers.

No. 5.—Draped turban of green velvet with Persian facings. See details of construction on page 27.

wood smoke grey, expressively called St. Jean Baptiste grey. The scarf was about 3 yards long and shirred closely in many rows diagonally across the back and again below the waist, leaving long paddle-shaped ends. The barrel muff was shirred diagonally to match, and diagonal shirrings appeared among the pleats, folds and loops of the hat. The only pressed hat shown was a Kurzeman sailor model in black hatters' plush with a flat facing of orchid mauve satin, and the under brim bordered with a band of sable. The only trimming was a small flat bow of the mauve velvet set against the low flat crown. Typically renaissance was the small cap-like toque of tapestry with a beaver brim. Another stunning small hat shown was a turban of black velvet with a mount of two uncurled ostrich at the side in Persian colorings set in under a cluster of teal blue hand-made roses.

The John D. Ivey Co., Limited.

Many of the choicest models shown by this house were selected very easily in the buying season by appreciative milliners, and the workrooms are also very busy. Latest importations of Paris and New York models are now arriving. Four pattern hats, two of which were imported French models, and two exclusive Ivey designs, were shown The Review. They reflected that distinction and elegance, and possessed those advanced style features which made them adequately representative of the high-class millinery always shown by this firm.

One of the models produced by the artists of the house, was a stunning hat developed in hatters' plush, the line of the hat dipping on each side and with the usual dip in front. The drapery used was of black silk velvet, bordered with moire taffeta in leather shade. A large cluster of ostrich also in leather forming a shower under the brim.

Another model was a Marie Louise hat in black and white. The hat of rich black velvet was perfectly crownless with a design of paradise in black and white. The facing was of shirred French crepe the band beautifully trimmed in ribbon loops in white.

A Georgette sailor was next shown with a double brim of velvet and satin, the edge draped with fine Valenciennes lace, with a black drape and bow over the blue satin, and with the lace effect carried all through.

The fourth model was in violet shade, the beaver brim being flat-face lined. The crown was in the cap shirred effect, caught at the side with a cluster of violet red roses and the band heavily trimmed with maline and roses.

The D. McCall Co., Limited.

One of the latest and newest models for Fall is the Louis XV hat in Dolly Vardon style and a very smart Paris model seen in the showrooms of the firm was in this new shape. The low round crown and drooping brim, raised high at the back, was beautifully covered with rich black panne velvet. There was a drape of wide black satin ribbon across the raised back, which revealed a large bow composed of loops of wide black satin ribbon. The sole trimming used on this beautiful hat was a large mount of clipped ostrich. Another large model also of black panne shown was one of the moderately high crowned mushroom models with a graceful double brim. The underbrim was of black satin plainly and smoothly covering the shape. Above this was an upper brim of black velvet, perfectly soft and without lining, faced with a fold of white satin.

Posed at the side and sweeping back from the face was one of the new zebra mounts that promise to be a big feature this Fall, fastened in underneath three discs formed of black silk cord.

A handsome Germaine model was a pressed shape of pressed silk beaver, the straight mushroom brim turning up and bending back in a slanting direction. The crown was of two-toned beaver strip in a light and dark raisin shade, draped into one of the new bag crowns that are laid in folds towards the back. Two large wings to match are crushed into the folds of the crown, the tips pointing backwards.

Another Germaine hat in striking color combination and beautiful outline was in the new Louis style. Both the outer and underbrim was covered with moire velvet, deep purple shot with cerise, and the crown was hidden under a large breast and wing mount in these two colors.

The wings were placed on each side of the crown completely hiding it and giving somewhat the outline of Chantecler's crest. Both the color combination and the line of this hat were exceptionally original and effective. Large bows are a feature of many of the new hats and a large blue panne mushroom hat had as sole trimming an immense bow of black taffeta silk, the bows extending on both sides of the crown and centred with a large hand-made buckle of Persian patterned gold cloth. One of the new cap-like turbans was also shown to The Review here. It was almost without wires and was made of alternate bands of narrow black velvet and black satin. This was draped so as to form a cap and the folds on one side were drawn through a made buckle of pleated satin. The underbrim was edged with a baby ruche of pleated valenciennes lace.

S. F. McKinnon & Co.

This house is far advanced in their preparations for the early buyers. Many very smart patten hats were shown, among them a rich display from their own workrooms.

One of the newest patterns was a Louis XV. model with deep drooping brim and low, round crown, and with the brim raised high at the back. The hat was of rich block velvet with a passementerie trimming appliqued on the drooping brim. There is a bandeau all round, and at the back it is trimmed with loops of wide satin ribbon centred by a long jetted buckle. A large rosette mount in soft white feathers completed this lovely hat. A deep violet velvet turban had velvet draping shirred over two heavy cords and the folds drawn backwards with a high back slant. Fully half of the crown was covered by a large wing in shades of violet, mauve, white and grey, while around the lower brim was a drapery of Persian-printed satin, with the violet shades predominating. A large mushroom shape with the new waved brim was of panne velvet in sapphire blue. Finely pleated Chantilly lace was sewn around the crown, and the lower edge fastened to the upper brim, and an ostrich mount in blue and black completed the trimming.

A high crowned mushroom shape with a narrow brim was covered with royal blue velvet. Three rows of pleated black Chantilly lace fell towards the edge of the brim and two were placed upwards with a band of blue velvet decorated with braid and bead motifs joined by festoons of cut jet beads.

This is to be a big season for made hats, and velvets certainly are the leading fabric. Hatters' plush and beaver strip are also used. The trade is evincing great interest in Persian-printed novelties and this firm is

showing some lovely soft satins printed in subdued effects that are proving very good sellers. Quantities of wide ribbons are selling for the large bows, now so much in vogue. Satins are selling better than taffetas, and black leads over colors. In fancy ribbons Persian and Paisley effects are good, as decided stripes in black and white are a novelty that promises to be wanted later. These decided stripes are high style in Paris, and as black and white are so much worn, it is reasonable to expect that these ribbons will take.

As high trimmings are used on the majority of hats, and feather effects are used almost exclusively, feather mounts, plume effects, rosettes, pom poms, etc., are shown in an almost endless variety. Black, white, and black and white combinations are very much to the fore, and a striped effect known as zebra is very good.

Smith-Runciman Co., Limited.

This firm had on display a number of Paris and New York pattern hats as well as a large collection of smart models made up by their designers. Noticable among the Paris hats was a Pouyanne turban. This hat was of Russian velvet and satin, with a handsome feather mount in curled coque. A banding of velvet outlined the shape of the brim, which was raised high at the back to reveal a cape of three folds of ribbon exactly matching in shade. The greenish feather pompon was placed at the back giving both height and the fashionable backward line. Another beautiful Paris hat is a Madame Toire model. This is a large picture hat of black silk beaver, the wide brim being very light and flexible and taking on graceful, becoming curves. The low, flat crown is completely hidden under a pair of very large white wings which in turn are covered with black lace. The lace follows the outline of the wings being held in place by a wire hidden under pipings of black satin. Many satin hats are being worn in Paris and a much admired imported model was developed in that fabric. This was in the new Chantecler shape that is taken from the head-dress worn by the hen pheasant. The satin was in the darkest shade of pheasant brown, nearly black. The brim was closely shirred for about two inches at the edge, the fullness being drawn up to the crown, which is draped in satin, one end of which is drawn through a handsome buckle of steel and gilt.

Besides the imported hats, the Smith-Runciman Co. had on show a large collection of patterns, the product of their own workrooms. Many of the new hats have double brims and a large picture hat of the mushroom type, had the low round crown and the upper brim covered with shot taffeta in vendage and grape green shades. The second brim was of vendange velvet and the sole trimming was a large poinsetta rosette made of the silk and velvet.

Very smart was a draped turban of white taffeta veiled with black chiffon, the narrow, drooping brim of black velvet with a narrow knife-pleating of cerise taffeta edging the drapery and falling over the brim of the hat. A very chic, high-crowned Corday model was of black and old gold shot velvet, the high mob crown having a crush drape around it fastened under one large made rose, the petals being of the velvet lined with old gold faille. The underbrim was lined with the faille, with a double knife-pleating around the edge of the underbrim.

Robert Taylor.

This house is making a large and rich display made in all of the most wanted millinery novelties, fabrics and trimmings.

The coming Fall gives every promise of being a big feather season, large wings and soft feather mounts in military, rosette, and plume effects being the leaders. Long lancer and quill effects in pheasant and other feathers are also good.

Another novelty that the trade has taken to with avidity is Persian and Paisley printed fabrics—taffetas, satins, velvets, etc. Persian effects and colorings are the leading effects in bandeaux and their trimmings.

In pressed shapes, beaver is a big seller, both in the new turban, also the large and small mushroom shapes, and a large and varied list of other shapes, for variety in shapes is one of the features of the season.

Another leader in pressed shapes is the hat covered with shot diagonal satin. This fabric develops into a very handsome hat, having a beautiful sheen that is most attractive. These hats come in the Chantecler, medium mushroom, mushroom and Georgette sailor, and other shapes, and the leading colors are blue and green, royal and black, Copenhagen and rose, gold and mauve and mauve and black. In larger shapes some handsome waved brim mushrooms with the bowl crown and mob crowns are seen, and some of these hats show crowns of shot ribbed silk. Black and colored taffeta hats in mushroom shapes and with plated brims, are also shown.

The fabrics most in demand are velvets, soft satins, hatters' plush, and Persian and Paisley novelties.

The Autumn Paris Models.

Very prominent amongst the Autumn Paris models is the Empire and Louis VI. shapes, and a very strong feature will be the toque and turban. These are made from beaver strips and velvets, and draped with soft material, such as satin and paillettes, both in plain and shot effects.

The trimmings largely used are willow plumes, large wings, aigrettes, pompoms, flowing mounts, ribbons, width 60 to 80, soft makes of satin, corded and taffeta, also fancies in white and black, stripes and checks, cold satin borders, Dresdens, shot and raye effects, chenille cords, made in bandeaux, and for making entire hats.

Bandeaux are largely used in chenille and sequin mixtures and all chenille. Some very pretty styles are shown in Paisley and Dresden colorings.

Ornaments are very good and largely used on the toques and large velvet hats. Buckles, cabochons, in gilt, steel, jet, brilliants; also hatpins in very smart designs are the vogue.

Materials much used for making up are velvets, plushes and piece materials, such as soft makes of duchess satin, messalines and taffetas, also a hatters' plush, which is being used for covering crowns and under-brims.

Huge ribbon bows of satin, corded and taffeta are used as trimmings for the large shapes on the brims.

Colorings: Black, black and white; comete, or prunelle tones; tarragon, or old gold green tones; jacot, or vieux blues; pintade, or steel greys; phoque, or mole fawns; bois saere, or vieux rose; chasselas, or emerald greens, satire, or geranium reds.

How to Make, Drape and Trim Modern Millinery

Five Stylish Autumn Models Described in Detail — How Aigrettes and Plumes are Applied to New Hats — Measurements of Shapes that are Featured at the Openings — Information as to Materials Used.

The hats described in the following article are illustrated on pages 18, 20, 22 and 24.

No. 1.—Black velvet hat, with facing of black and white checked velvet and trimmed with a black and white willow plume.

This is made over a pressed willow frame, the measurements of which are: Head size, eighteen and one-half inches; front wire, seven and one-half inches; back, eight inches; sides, eight and one-half inches; outside wire, fifty-nine inches. Base of crown, thirty-two inches; height, four inches.

The frame is first prepared by binding the edges and brace wires with muslin. The top brim is covered plain with black velvet, the facing of the checked velvet, the edge being slip-stitched, and the join, which is required to make it fit, being arranged as near the back as possible, and still have the pattern matching. The crown is covered plain with the black velvet, and in one piece, stretching the velvet as smoothly as possible over the frame, fasten the crown firmly to the brim with a good strong double thread, and slip-stitch.

The plume is poised at the left side front, being sewn at the base of the crown, and falling to the back; this is finished with a knot of wide steel-grey chenille trimming, a band of which finishes the base of the crown.

Materials required: One and one-eighth yard of black velvet, three-quarters of a yard of black and white velvet, and one and one-quarter yards of chenille trimming.

No. 2.—A very charming model in two tones of golden brown, with flower trimming across the back.

This is also a pressed willow frame, mushroom style across the front and turned up at the back. The frame is covered plain with the velvet, the dark shade being used for the top, a French fold finishing the base of the crown. The facing of a lighter tone of the velvet, is stretched in plain, the edge finished over a fine silk wire.

Roses and foliage in the same tones are used as a trimming across the back of the crown. A bow of soft loops of velvet ribbon finishes the bandeau, which is used to lift the hat across the back, the loops falling partly on the hair.

Materials required: One and one-eighth yards brown velvet, three-quarters of a yard of a lighter tone, three yards of velvet ribbon, two inches wide, with the flowers.

No. 3.—A stylish close-fitting turban of the Napoleon style, of moleskin, with coronet and flower trimming of brocaded rose-colored silk.—(See cover).

Frame measurements: Head size, twenty inches; front and back brim wires, three and one-half inches; sides, at the points, six inches; outside wire, fifty-four inches. Base of crown, thirty-two inches; dome wires, eighteen inches; height of coronet at the left side front, four and one-half inches. The coronet becomes quite narrow at the left side, and finishes at the Napoleonic point. The turban is faced plain with dark grey velvet, leaving that part of the edge round the coronet unsewn, but firmly pinned, until the coronet is covered. Cover the top of the turban all over with moleskin, excepting behind the coronet, where it does not show. The fur is turned in ever so little at the edge, and slip-stitched to the facing. Cover the coronet first with sheet wadding, then with the brocaded silk, leaving the edge which joins the brim unfinished. Take out the pins which have held the facing in place and sew the coronet frame to the brim, firmly; bind this edge with muslin, sew the silk over the edge and finish by slip-stitching the facing to the silk.

The flower trimming is made from the same silk as is used in the coronet, the spray consisting of a flower of five petals, and the three buds, braid being used for the stems and for finishing the flowers. The spray is sewn on the right side of the turban, and is the only trimming used.

Materials required: One yard and one-quarter of silk, two and one-half yards of braid, one-half yard of velvet for the facing, and the moleskin required.

No. 4.—Medium-sized hat of black velvet, cream moire draped crown, and trimming of sable.

Frame measurements: Head size, twenty inches; front and back wires, four and one-half inches; sides, five inches; outside measurement, forty-eight inches. Base of crown, thirty-two inches; height, four and one-half inches. The frame is bent down slightly at each side; the brim is covered plain with black velvet, having a slip-stitched edge.

Three-quarters of a yard of moire silk is "crushed" over the crown. Two widths of velvet, three-quarters of a yard each, are joined together and draped round the base of the crown and on the brim, the join being to the left side. A strip of sable fur, three inches wide and one yard long, placed round the crown, between the black and cream drape, is finished at the left side with a sable tail and old gold bar ornament.

Materials required: Three-quarters of a yard of cream moire silk, one yard of velvet on the straight, and three-quarters of a yard on the bias, with the fur and ornament.

No. 5.—Draped turban of green velvet with Persian facing.

Frame measurements: Head size, twenty inches; brim wires, three and one-half inches; outside measurement, thirty-six inches. Base of crown, thirty-two inches; height, six inches; diameter of the top, seven inches.

After the frame is prepared, it is faced nearly to the edge with green velvet, the brim edge finished with a binding of the Persian silk, two inches wide when finished. Two widths of velvet, three-quarters of a yard each, are joined and draped to cover the frame, showing the Persian edge, and draped highest at the back, where the drape is finished with a fancy bird mount.

One and one-half yards of velvet will be required for the draping, one-half on the straight for the facing, and three-eighths of a yard of the Persian silk on the bias.

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OCTOBER, 1910

Good Business at the Openings.

THE really wonderful business done at the Fall openings has killed the last lingering note of pessimism left by the unsatisfactory Spring season.

Buyers came in early and in unusually large numbers. This is a growing tendency and each year sees more business done in the early days. Indeed, the openings now are for the two weeks previous to the day set for the official showing, and that day sees the wind-up of the buying and not the beginning, as used to be the case. Each year also adds to the number of visiting buyers, and not only is the increased attendance marked, but more satisfactory still, a large increase in the buying of high grade goods is noted.

The Review is no advocate of extravagant buying, but it wishes to point out the natural growth of the trade, and to lead milliners to study carefully the expanding needs of their customers. As a general rule, millinery of this class has to be shown, and a demand gradually built up. Every milliner should make a point of displaying at the opening she is now planning for, a selection of millinery of a higher grade than she has been accustomed to handle. Judiciously chosen and properly displayed, she will find a ready sale for these better goods, and without doubt their display in her parlors will be the means of renewing her hold on customers who might have been induced to go elsewhere, simply because they could afford to spend more money on their millinery than was possible a few years back.

Run Your Own Business.

THE milliner who depends upon a merely mental record of her stock, and the details of her buying, or who has no very clear idea as to terms and standing with the firms she is purchasing from, in spite of everything they may do to emphasize the importance of system, is placing a handicap upon her enterprise. While it is not charged that anyone is evading the legal responsibility involved in the keeping of books, there can be no doubt that oversights caused by the rush of business or so-called excusable negligence are accountable for some very perplexing problems to the milliner who is more or less inexperienced in the matter of book-keeping. If she is to run her own business, the milliner must recognize that the proper records of every department of her business is essential and that she must be able to keep these herself, so that there can be no question of their reliability. A milliner, like everybody else, must see that the amount of confidence she has in herself will depend upon the extent to which she has to be coached or led.

It is Worth Good Merchandising.

THE millinery department of the store is entitled to a better rating, in the opinion of many merchants who say it does not pay well, than that of an advertisement for other departments. Good merchandising should make of it not only a means of publicity, but likewise a source of profit. There seems to be a feeling in the quarter referred to, that once the opening rush is over, millinery is entitled to little further effort. The milliner who has had a strenuous time of it on poor salary is given to understand that, after a certain date, her services will be no longer required.

This indifferent attitude is not only responsible for scarcity of competent people when the merchant most needs them, but to it may be traced a lagging of interest in the department when a little progressive effort would make of it a paying and hence a more continuous and indispensable proposition.

Prominent Selling Features of the New Millinery Season

Velvet is One of the Leading Fabrics — Persian and Paisley Effects the Fad of the Moment — Light Laces in Black or White and Metallic Laces — Wide Black Satin and Black and White Striped Ribbons

THE unwritten law in correct styles for the Fall season is that the small hats have high crowns, while the large hats have large flat crowns. Both small and large hats show the large head-size, and fit well on to the head, and this tendency is further emphasized by the fact that practically all hats, whatever the size of the shape, have drooping brims. The brim may be narrow or wide, it may be narrow in front and wide at the back or vice-versa.

It may turn up at the back, or in front or at the side, but at some point or other it will show a decided droop. Even the turbans that have the high brim reaching as high as the top of the crown, follow this rule, for the brim has a very perceptible slant outward. The backward slant to the high crowns of the turbans is another feature, and the trimmings on these hats are almost invariably placed so as to glide off the face at a sharp angle.

The fashion makers have sent on a wonderful variety of good shapes. This is a fashion feature that has become marked in recent years, as allowance has now to be made for the increasing individuality in dress displayed by the modern woman. Dress hats show wide brims and low crowns, and many are on the Georgette sailor lines, or the new Watteau shape that droops over the face in front and flares high at the back.

Quite a new idea is the use of a cap or mob of net and fluted lace trimmed with ribbon bows and flowers. Sometimes this is only an underbrim trimming, but more often it is a separate cap that is intended to remain on the head when the hat is removed. Not only is white or cream lace used for these caps, but many of them are developed from metallic lace or net, and take the form of Liberty caps with the point ending in a gold tassel resting on the shoulder. Some of these caps or beguins are made of fine flowers, such as violets, small roses, lilies, etc.

Another high novelty shown at the openings is the tiny cap of satin, tapestry, brocade, or velvet often in combination with fur. Some of these caps are helmet-like Empire models, while others are in the form of a bierreta and are distinctly sixteenth century in shape. These quaint caps cover the whole of the hair at the back, and look as though they would be most comfortable for Winter wear.

Decided preference is given to the made hat and draped hats of satin taffeta and velvet are making their appearance for the early season. This promises to be the biggest velvet season in years, and hatters' plush, and beaver strip are also leading fabrics

Lace is in high favor, and Chantilly, Valenciennes and other light laces, both white and black, are very much used. Metallic laces, both in gold and silver, gold and silver nets, cords, girdles, fringes, tassels, etc., are used on many hats. Silver is perhaps selling better than gold at the present, but both promise to be very much used.

There is to be a perfect furore for Paisley and Persion-patterned fabrics and effects. Persian printings are applied to many fabrics. There are printed satins, velvet, silks, plushes, etc., and even feathers and wings come in mingled Paisley colorings. Bandeaux cords, etc., are very much in evidence, worked up in Persian and tinsel effects. Black silk cords, lacet, bead and cord motifs and bandeaux, and also quantities of rat-tail embroideries are used on the new hats.

The wide use of Paisley-patterned fabrics is bringing into vogue fancy Oriental warp print silks and satins, brocades, and sixteenth century tapestries in rich deep colorings, enriched with gold and silver threads Black and white silks and satins in pronounced stripes are used on some of the later hats. At one of the retail openings a large sailor-shape was covered with a white taffeta, striped with black satin. The brim was faced with the black velvet and the wide flange was also of black velvet. There was a drape of black velvet ending under a large, flat velvet bow, placed around the crown, and a large osprey mount following the prevailing angle, was placed a little to the side of the front. This was a most distinguished and striking hat.

Though the made hat is most in evidence, decidedly modish are the large sailor pressed shapes in hatters' plush. Some of these hats have the underbrim of beaver, but the majority are plainly faced with velvet or satin. Either a girdle of gold or silver cord, or a flat bow of velvet or a drape of satin trim these hats.

Feathers, feathers and yet more feathers seems to be the all prevailing trimming feature. Rich plumes and mounts in ostrich, osprey, and paradise are used on dress hats. Willowed plumes in two colors are favored, and novelties show smudges or spots of black on the ground color of the feather. Black and white effects are in high favor, and striped or zebra mounts are decidedly good.

There is a host of modish novelties in the way of feather mounts, imitation ospreys, and large-shaped wings. Fancy coque feathers, curled coque, etc., is one of the strongest features in feather trimmings. The large wings are exquisitely shaded. Pocahontas bandeaux form one of the smartest notes in seasonable millinery.

Flowers are not quite absent, but are decidedly in the minority this season, satin roses being about the best used flower. There is, however, very free use of made flowers, flowers of silk and ribbon.

Very large bows made from wide-width ribbons are used, each bow being made up of a number of large loops. Satin ribbon is more used than taffeta, but both taffeta and failletine ribbons are well used. In fancies, Persians and Paisleys have sold remarkably well, and there has been a big demand for velvet ribbons. The indications are that wide, black satin ribbons will be very much asked for. Black and white stripped ribbons are growing in favor and it is said by those in touch with the centres of ribbon production that the European houses are buying heavily on these two last lines.

The Milliner Should Buy

Satins, particularly black and in white duchesse satins.

* * *

Wide colored and black satin ribbons.

* * *

Paisley and Persian-printed fabrics, ribbons and millinery novelties in Paisley effects.

* * *

Gold and silver nets, laces, metallic cloths, fringes, tassels and trimmings.

Persian Bandeaux
Wide Velvets
and Ribbons

These are the Predominating Articles for the Sorting Season.

MANY of the most stylish models show elaborate treatment in these rich materials favoured so strongly by Fashion for the Fall season. : : : : : :

Our stock was never more complete in its various departments with the stylish productions of the world.

WITH a complete set of samples from every department our representatives started out this week. Should they fail to reach you in good time, we would strongly advise you to write direct to the house for samples. : : :

We Give Prompt and Careful Attention to Mail Orders.

Cockburn & Rea, Limited

54 - 56 WELLINGTON WEST, -:- -:- TORONTO

Please mention The Review to Advertisers and Their Travelers.

Chantilly and Maline laces in black and white.

* * *

Willowed plums in black, white, colors and in two-tone effects.

* * *

Mingled, dotted and zebra effects in black and white in ostrich and in all feather novelties.

* * *

Large shaded wings, feather bandeaux, owls' heads, and mounts of curled coque.

* * *

Large hats with low crowns.

* * *

High crowned turbans with narrow brims.

* * *

Large hats and small hats with mushroom brims.

* * *

Tapestries in the new rich reds, greens and blues,

* * *

Large wings in novelty effects.

* * *

Pressed shapes covered with boucle bengaline.

* * *

Soft feather mounts.

* * *

Peacock and goura aigrettes.

* * *

Pale pink satin for facing black and dark-colored hats.

* * *

White crepe for veiling the same.

Strong Velvet and Satin Season.

Manufacturers of silk fabrics are busier at the present time than they have been for many seasons past and the great activity is largely due to the vogue of velvets and satins. Velvet is the chief millinery fabric this season and the majority of smart hats show velvet and satin in combination. Lyons manufacturers have orders on hand that will take them up to March to deliver. The demand for black velvets is widespread, and black velvet is and will continue to be the most used millinery fabric of the coming season. Straight pile velvets have not been in vogue for many years, but are being successfully introduced at the present time by the Parisian model houses. At present it is used to cover the hat and the trimming that goes with it is the large looped bow of wide colored satin ribbon. Another new idea is the trimming of colored velvet hats with black moire antique ribbons. Two months ago, manufacturers were glad to sell these ribbons for what they would bring, but now they are in favor and orders are being placed for them by the buyers of European houses.

Fashion is favoring in a most marked manner black and white combinations; this vogue is so strong that it will carry over and possibly dominate the coming spring, only it will be white and black rather than the darker black and white combination. White and black ribbon in stripes and checks are being ordered freely for next Spring.

Hatters' plush is another fabric particularly in black, that manufacturers are receiving good orders for.

Persian and Paisley effects and patterns are immensely popular, and will be good sellers for some time yet, but when the mid-winter months are reached they will have been run to death, and something newer will be supplied to take their place.

The latest colors introduced are comete, a bluish purple; Russian green, clove or copper, and bois sacre, a rich wine red verging on "American Beauty" shades.

Owing to the municipal ordinances debarring the wearing of hats in certain parts of the theatres, a great impetus has been given to the sale of scarfs. Handsome scarfs of Spanish lace in both black and white are coming into high favor, and the manufacturers are receiving good orders. Spanish lace is particularly adapted to this purpose and makes a rich and handsome scarf.

Schools to Teach Millinery.

With a clientele that is becoming each season more critical, and also more willing to pay for high-grade millinery, the trade must view with some concern the scarcity of properly trained and competent milliners. The fact that this is Canada's growing time has something to do with the condition, but the many other business openings which young girls can find is also a factor. There are many other fields where the preliminary period of training is shorter, and that promise steady all-the-year-round work. Possibly the fact that this class of help passes millinery by, is no real loss to the trade.

Millinery really should be classed as one of the minor arts, for it is the tasteful, artistic millinery that sells. It is this fact that the milliner should carefully impress upon all the girls she employs. She should bear this in mind when selecting young girls to learn the business, and should only take on apprentices that promise to have some qualifications in this direction.

Possibly there are milliners who will think the above is rather far fetched, but if she will think a little she will recognize the truth of the above remarks. There is no disputing the fact that line, form and color are the most important components on a hat. Neatness and finish also rank, but line, form and color come first, and it is to the presence of these qualifications that a good milliner owes much of her success.

Insufficient preparations and grounding in the first elements of the business are fruitful cause of the non-success of many young milliners.

In the States they are striving to overcome this condition by establishing millinery schools At the recent convention of the National Association of Retail Milliners, held in Chcago, the starting of a college of Millinery was thoroughly discussed. It was proposed to teach thoroughly every branch of the making and designing of women's and children's hats Drawing and color work would be taken up and in this connection the drawing of hats for catalogue work would be taught. Possibly schools of this class may be the solution of the present problem, and the young girl may fit herself for the millinery business by taking a milinery course in the same way that she now fits herself for that of a stenographer.

Veilings and Scarfs.

Fashion has executed a complete turnover and instead of the heavy and striking meshes and patterns so popular recently, all the new veilings are in simple mesh effect, in diamond, hexagonal, or diagonal lines. The newest feature is the return of dotted effects, many of the new veilings having small woven dots or circles at the intersections of the mesh. Quite a number of novelties have small chenille dots introduced. Plain hexagonal meshes are good sellers, and some of the new veilings show a moderate sized hexagon filled in with a fine net ground.

ANNOUNCEMENT TO THE MILLINERY TRADE!

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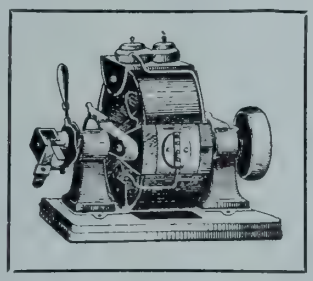

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The Ideal Maline; Brilliant, Firm and Heavy Thread, producing an appearance far superior to all other makes.

"The Guaranteed Rainproof Maline"

The only Guaranteed Rain and Moistureproof Maline; though thoroughly soaked by water, not a particle of dye comes out, and the Maline returns to its usual condition.

This Firm Sell their Product to Wholesale Milliners and Importers Exclusively

CHAS. MOUTERDE, Sole Agent for Canada

CHAS. MARTEL, Manager

Stylish turban of beaver strips cut in circular form, pleated in single box-pleats to head size and held in by feather band, which finishes the independent trim at the back. Shown by The John D. Ivey Co., Ltd., Toronto.

Vogue in London for Ermine and Velvet on Large Hats

The Watteau Model Favored — Black Velvet Combined with Colored Satin — Hats with Volant Ruffle — A Fabric Season — Metallic Effects

Staff Correspondence

Office of The Canadian Dry Goods Review,
88 Fleet St., London, E. C., Sept. 8

LARGE hats are a feature of this season's display here. In most cases the crown is low and flat, though the height is frequently increased by the manner of trimming; the enormous brims widen out at the sides but curve in the front and at the back. The Watteau model seems likely to score a success in spite of the fact that it is not quite so youthful in appearance as many of the other large shapes shown, but when worn by the right moman, this model is very attractive.

Everything here indicates a big season for satin and velvet and the combining of these two fabrics gives the keynote of the season. Black velvet is combined with colored satin but the combination of black velvet and white satin is the richer and more effective. This is oftenest seen in the double brimmed capelines that have a volant or flounce upper brim, the lower one being plainly faced with white satin. Later on ermine will be used in rich combination with black velvet, and some stunning models ought to result, as ermine and black velvet form an effect of exquisite distinction.

Very large hats continue to be shown and for dressy wear the large hat will be supreme all season. For street wear and with tailored dresses turbans will be worn, but the large hat has too firm a hold to be easily displaced.

The Vogue of Black in Varied Shapes.

For another season it is the black hat that gives promise of an enormous sale. The truth is that the black hat, particularly when it has a large drooping brim, is kind even to a poor complexion, while a good skin is rendered fairly dazzling by the contrast. This fact has been well understood by the women of England during the late period of mourning, and the black hat is a firm favorite here.

Black relieved with white is very much in evidence and the black velvet hat with brass color, sand color, or newer still, with pale rose pink, is decidedly high style.

In the hats with volant ruffle there is often a ruffle of fluted lace placed between the upper and the lower brim, and lace may also edge the drapery and bow that trims the hat. Black and Royal blue make another leading color combination. The latest models show enormous brims widening out at the sides and curving upward to a point in front and at the back. The crowns of large models are wide and flat, but fictitious height is often given by the manner in which the trimming is arranged. The irregular brim is a feature of the large hat, and it is the rule that every brim droops at some point or other, though many brims turn up either at the side or in front and many hats both large and small show the brim bent out to a rounded point over the face.

Watteau models have "caught on," the close fit of the lines of the hat framing the face in front, and the saucy tilt up at the back being most becoming to some faces. Though this is a shape that as a rule becomes the more mature rather than the youthful face.

The large hat has a low crown, but it is quite the reverse with the small hat, and the rule seems to be. the smaller the hat the higher the crown, so, really, size is a factor here all the same.

Novelty Fabrics and Persian Effects.

This is a fabric season,—velvet, hatters' plush, zibeline, plushes, Persian silks, boucle bengalines, satin duchesse and sixteenth century patterned tapestries, the rich colors of which are brought out by the gold and silver threads used in the weaving, broadcloths, etc., all are used in developing the new autumn hat. Laces are very much in evidence. Light laces, such as Chantilly, maline, Valenciennes and orientals are freely used, and some of the last models sent over from Paris are brimmed heavy guipure de Venise laid flat upon the enormous hat brims which are covered with satin or velvet.

Bandeaux worked up with wood beads, beads covered with floss silk, and with glass beads and bugles are used.

The high crowned toque of velvet with its garniture of plumes or feathers is already popular. These toques are close fitting around the face and show a lace pleating on a crepe or satin lining. This pleating gives a softened effect to both the face and the hair.

Metallic effects are seen on all sides. Large flat hats of zibeline or hatters' plush have girdles and tassels of dull gold or twisted silk.

Persian ribbons, and Persian printed fabric cords, bandeaux, ornaments, etc., are shown in profusion. Ribbons are used up to 100, and narrower ribbons are joined together in striped or shaded effect and formed into the soft, large, looped bows so much worn. Duchesse satin faille, taffeta and grosgrain ribbons are those popularly used. Corded and picot edged ribbons as well as narrow satin ribbons are used for the milliner-made roses and foliage. Flowers save of this class are little in evidence.

The New Feathers.

The hat of the season is extravagantly beplumed and befeathered. A single tied willow is nowhere, and flues that are knotted three and even more times are common.

Ostrich bandeaux end with bunches of plumes which almost cover the brim and crown of the very large hats. In ostrich and fancy feathers speckled, dotted and zebra effects are decidedly high style. There are many really good novelties shown in uncurled ostrich, including quills in two-tones, and black and white effects. Hackle and coque, particularly curled coque, are good and goura and peacock mounts and novelties are popular. Large birds, feather heads, made owls'-heads, as well as pheasant heads, feather bands and long tail feather effects are selling well.

Wings are very large and are stiffer than those of the past few seasons and many of these long wings are sufficiently large to cover at least half the hat.

The movement in velvets is a most extensive one and so strong is the demand that the French manufacturers are deeply over-sold. The millinery trade is taking a very large quantity of piece velvet, particularly in black, and a large yardage is required to meet the demand for trimmings, facings, etc.

Wholesale Openings Index Retail Preference for New Season

Authentic Information with Reference to Good Selling Lines in the Montreal and Toronto Houses — Volume of Business Reported to be Well in Advance — Persian and Paisley Effects Were Very Strong Features

FROM the wholesale millinery houses in Montreal and Toronto The Canadian Millinery Review has secured considerable information relative to the early buying, and presents it to its readers in the following paragraphs. This matter may be regarded as a reliable index to the final retail preferences for the new season's introduction, and as a forecast of requirements for the sorting season.

The Fall and Winter season of 1910-11 has opened up most auspiciously for the wholesale millinery houses. The display made at the openings of imported pattern hats, copies of French and New York models, as well as models designed in their own work-rooms, was much more extensive and elaborate than even that of the Spring season. In addition to the showing of pattern hats, there was a large display of millinery fabrics, feathers, etc., to buy from, containing everything from the simplest effects to the latest fancies and novelties of the moment. One feature that every visiting milliner must have remarked, was the astonishing range of high-priced novelties shown, and the rapidity with which stocks of this class were depleted. According to the heads of departments this season's record stands highest yet for the buying of high grade, expensive goods.

The Openings in Montreal

Better Class Hats Demanded at Debenhams.

A record volume of business during the opening season is reported by Debenhams (Canada), Limited.

The demand for large wings continues, and the same may be said of the willow plumes.

There has been a good sale for marabout mounts, which offset the more expensive ospreys, and these nearly all show at least some touch of white.

The demand for feather hats has been generally good for early Fall wear.

Ornaments of all kinds are good, the sellers being the more expensive riveted steel and the popular-priced articles coming in jet varieties

There is marked activity in ribbons, especially in the 80 width, for hat trimmings. Black and navy were, and continue to be the shades most in demand, but Persian effects have also had a good general showing. Velvets have been good, black being very strong. Paisley velvets and silks have both sold very well, and much better than was anticipated. Other favored shades were black and white effects, navy, damascene (a new shade of green), ruby and a new olive tint.

As prophesied, the large hats have sold extremely well, and there is not now the slightest doubt that they will have strong vogue throughout the season. Satin hats have sold well for early wear. Now the orders for velvets are becoming stronger, with good demand for plushes and hats with Persian tops and velvet facings. All through the early trade the demand has been for better class hats, with a special run on those selling at from $18 to $60 the dozen.

Farrell & Belisle's New Fur Trimmed Models.

Farrell & Belisle state that while there was no particular run on any one color at this season's opening, the fancy for black has predominated all through the early orders, and has been by far the best feature in velvets. There was a certain amount of demand for Paisley effects, although there had been no general attempt to stock at all heavily in that line. As a matter of fact there are no such heavy orders placed at any one season, as was the situation a few years ago, milliners preferring to place weekly or monthly orders instead, in order to keep more closely in touch with the newest ideas.

During the month of August there was a big demand for silk and satin hats Now buyers are looiknng for felts, for which satin and velvet trimmings are much in demand. A little later it is expected that fur will play an even more important part in trimming than it did last year, and there are indications that before very long, fancies in trimmings will be replaced by metallic flowers, a novelty in this line being a rose having the four outer petals of velvet, surrounding the metallic petals, and the centres made of a fine muslin These are expensive, selling from three dollars apiece up. Tapestry flowers are a novelty being asked for already, and willow plumes are as much in demand as ever, those with double and treble knots being a favored novelty.

A shipment of new fur-trimmed models from Paris just received at this house display the pretty tendency to combine fur and flowers. A neat model in black satin has a bandeau of dark brown fur, set with single puffy roses of scarlet pompadour velvet and green velvet foliage. A handsome large black velvet hat has the crown encircled with body effects and tails of putois, a pretty soft fur resembling stone marten, but a pale yellow where the marten is white, and decorated with several handsome brown plumes. A Georgette model of black velvet has the wide brim caught up sharply in front and softly at the sides, and is drooping at the back, and trimmed with a single hussar mount consisting of four willow plumes in blue tinted cashmere effect.

Persians and Paisleys Sold Well at J. M. Orkin & Co.'s.

Orkin & Co. voice the experience of the dealers generally when they report the openings this season to have passed off very successfully. Trade has been good and orders have been placed quite freely, and are decidedly heavier than last year.

Black, and black and white, have been the hat colors most in demand at the openings. Paisley and Persian effects in trimmings have been bought freely by all buyers. Wings, especialy in the large varieties, have sold well all through August, and there had been a heavy demand for willows.

Orders taken since the openings indicate a good demand for fine felt hats for later wear, and in trimmings there is a growing favor for velvet and metallic flowers.

We Specialize on Helpful Trimmed Hats that the Trade can Safely Depend on.

We avoid the Ultra Extreme and Unwearable.

No. 1700

No. 1712

No. 1711

No. 1714

No. 1708

No. 170

No. 1713

No. 1720

No. 1721

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No 1713

All Departments Full of Fresh, New Goods. Novelties in Untrimmed Hats, Feathers and Piece Goods.

The D. McCALL CO.

WINNIPEG MONTREAL TORONTO OTTAWA QUEBEC

Please mention The Review to Advertisers and Their Travelers.

An Eliane model shown by the Smith-Runciman Co., Limited, Toronto.

Many buyers were in town when the openings commenced on the 15th, and by the end of the week the business of buying for the new season was in full swing. Indeed each season sees more buyers in the market early, and the official opening day now marks the end, not the beginning, as was the case a few years ago.

The Fall Openings in Toronto

Tailored Hats Shown by Carter & Kenny.

With the advent of artistic and careful designing, ideas as to the status of the tailored hat are undergoing a complete change Tailored hats now exhibit perfection of line and a neatness of finish that makes them just as perfect in their way as the dressier models. As a fact, the great distinction between the two is that elaborate trimmings, flowers and ostrich plumes are not possible on the tailored hat. This is coupled with the fact that the designer is aiming to produce a model that, while smart and snappy is suitable for wear with a tailored suit, and one that will stand the hard usage given by every day wear.

Carter & Kenny started out about a year ago to make this class of hat, and the support received by the trade during that period assures them that they have achieved a complete success.

In preparation for the openings special trips were made to New York and the latest ideas and novelties procurable from that fashion centre were used as the basis for the designing of the numerous collection of handsome models on view in their warhouse..

The majority of these hats are very "chic" and plain, and among the large number of models on show, special mention may be made of the following. A round-crowned turban with a high, straight brim curving softly down to the left side, has the crown covered with Paisley-patterned silk, and the high brim is plainly and smoothly covered with black panne velvet. High on the crown at the left side is a large flower rosette of the Persian-patterned silk. This model can be had in various colorings.

Another turban in which Paisley-printed silk was introduced had a moderately high crown of Vendange velvet and the straight brim was covered with the same. There was a straightly folded band of Paisley silk draping the crown, and a large Paisley rosette at the side centred with a big jet cabochon.

Quite new was the high Russian turban model. This model was developed in black panne, put on in even pleats, that followed the line of the brim. The crown was covered in the same manner, the pleats centred under a large panne-covered disc. Three ears of panne lined with gold colored velvet sprang from a tab of velvet held down by two jet buttons.

A mushroom model shown had the mob crown of black velvet, and the brim plainly covered and faced with the same. There was a drape of white silk around the crown and at the side a marabout mount of white flecked with black.

Handsome Models by Cockburn & Rea, Ltd.

The milliner who was wise visited the show-rooms of this firm on the Saturday as well as on the opening day, for by so doing she had a better opportunity of carefully inspecting the large display of handsome models than was possible, owing to the large crowd on the opening day.

This is decidedly a milliner's season, and velvet in combination with beaver, or with satin, Persian-printed satin or silk, and other materials are among the prevailing ideas. This fact was well illustrated by the models shown. Handsome pressed shapes in hatters' plush and beaver, are selling well, and a beautiful French pattern of this class was one of the first models to catch the eye on entering the show-room. This was an elegant wide brimmed Georgette sailor shape of silky hatters' plush. The hat was of white plush, with an underbrim facing of black in the same rich fabric. The trimming used was a lovely paradise plume in tan and gold shading out to white, mounted with the head of the bird, and a drape of gold-colored velvet laid on the wide brim of the hat.

Milliners are always interested in a good misses' model, and the one described showed particularly good lines.

It was a large sailor-shape in black beaver, and was trimmed with five flower rosettes formed of shirred satin ribbon set around the crown, one in champagne, two in a light shade of "bois-sacre" and two in reseda green. Two quills of cloth of gold edged with a line of shaded breast feathers completed the trimming of this very pretty hat.

A very smart turban model had the medium high crown covered with grey silk overlaid with silver tissue, and the narrow drooping brim covered and plainly faced with black velvet. Grey fox fur was draped around the crown, the fur being drawn through a handsome jeweled buckle in antique silver.

G. Goulding & Sons Show Watteau Models.

The beautiful show room of this firm was decorated with palms and ferns for the opening day, forming a rich, green background for the many beautiful hats scattered around the room on tables and high stands.

A feature here was the use of rose-pink satin as a facing to black velvet, and dark velvet hats, and in many instances the color was further softened by a veiling of white crepe stretched plainly over the lustrous surface of the satin.

One of the new scoop, or Watteau, models was a combination of Teal blue and black. The shape was covered with black velvet and faced with satin in this rich novelty shade of blue. A cluster of exquisite ostrich plumes in blue and black were caught under a large bead cabochon in dull Persian shades at one side, and passing over the crown and covering it, drooped over onto the opposite brim. A wide satin ribbon exactly matching the color of the satin facing, passed over the crown and was fastened to the edge of the brim with another bead cabochon, and was looped into long ties that were designed to fall gracefully down the skirt of the wearer, when the hat was on the head.

A very pretty set seen here was composed of blue grey satin and fox. The large mushroom hat had a crown of the fur with a drape of grey velvet as a trimming. The brim was covered with pleated satin commencing at the crown and widening to the edge—and again narrowing to fit the shape of the underbrim. The large muff was perfectly square and a draped rosette of the velvet centred with a buckle of pleated satin, formed the decoration. One of the new "hide and seek hats," had the crown covered with Persian silk in violet shades and the brim covered plainly with plum colored silk velvet, a narrow drape of the silk passed around the crown and the ends were drawn through a dull gold passementerie buckle set with jewels.

No. 2.—One of the new flat poke shapes, made up in two tones of mustard and trimmed with roses. For details of construction see page 21.

The John D. Ivey Co., Limited

IMPORTERS AND MANUFACTURERS OF

Millinery Goods

THROUGH the most capable representation in foreign style centres, we have unequalled opportunities to receive from abroad the best and latest ideas in millinery at a time when they are of greatest possible value. We are thus constantly enabled to make this house the centre of millinery attraction on a basis which affords most advantageous comparisons of style, quality and price. Behind our invitation to you, therefore, is the confidence that upon this factor must depend the only satisfactory consideration of the season's requirements, and that our high standards have always kept this most important essential in view.

Our Letter Order Department

is in charge of experts, and your wants will be filled by them quite as well as if you were buying in person. : : : : :

The John D. Ivey Co., Limited

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On the same order of brim, but leaning toward the mushroom, and having a lower crown, was a model covered with white satin braided with narrow silk soutache in an allover pattern The crown was swathed with a wide ciel blue velvet ribbon, and had a sable body draped round it, drawn on one side through a buckle of braided satin. On each side was a flat bow of ciel satin ribbon.

Junior Styles Featured by John C. Green & Co.

A very striking set was a feature of the display in the show-room of this firm on the opening day. The hat was a large Georgette sailor of black satin, faced and trimmed with white. The Paquin scarf of black satin was lined with white and with heavy cord tassels at the ends. The muff was formed of black satin lined with white and finished with heavy cords. These sets are greatly worn in Paris and London, and are likely to be seen here also. Another novelty was a Jean Blury cap, of white broadcloth with the narrow turned up brim braided with tubular braid and with a braid patte finished with a silk tassel at the side. Another striking model was an English walking cap of tapestry, in dull color tones. This cap was boat-shaped and was piped with Dauphin blue satin. There was a narrow turned up brim of the satin edged with a narrow pleating. A Maria Guy French turban had a high crown and steeply slanting brim raised high at the back. This hat was of shaded grey beaver, and had a drape around the crown of St. Jean Baptiste grey satin ribbon and a large bow of the same. A large velvet hat with wide mushroom brim was swathed across brim and crown with a wide mingled Persian ribbon in dull reds and greens bordered with a narrow gold lace. A striking large Louis XVI. poke shape, was covered with mauve broadcloth and draped with a wide armuire ribbon in black, with a rich paradise and osprey mount at the side.

Some very smart children's models were shown. Comfortable and yet modish little poke shapes in dull green, ciel blue, and cherry-red felt had the edges bound with fancy shirrings or platings of satin, and the pretty mob crowns wreathed with tiny made flowers in soft pinks, yellows and greens, mixed with tiny velvet leaves. A lovely Corday model had the crown of ciel blue satin with a brim of felt laid in large box-pleats. The under brim had a wide ruffle of pleated lace and tucked into the folds of the satin crown were dainty sprays of made roses of soft blue and rose-pink satin, with foliage made of folded and shirred grosgrain ribbon.

The John D. Ivey Co.'s Hints to Buyers.

The following information of bristling interest to milliners and millinary buyers at this stage of the season was obtained by The Review in the warehouse of the John D. Ivey Co., Limited:—

Very clever for early suit hats are the polka dots, wings and pompoms.

A particular feature of hats this season is their flexibility. Many of the made shapes are not wired at the edge.

Fur, especially fur bands, also fur hats, will be excellent later on.

Large hats are all that the term implies. The brims really do often touch the shoulders at the side back.

If the ribbon in your stock is not wide enough, sew several blended shades together, use entire width of silks in making bows.

In view of the distinctive style tendencies of the season, this house is making a strong feature of, and advise buyers to buy the following:

Small hats with large crowns.

Tremendously large hats with low crowns.

Tapestry, the striking novelty of the season.

Silk boucle, or as some call it silk bengaline or homespun.

Ribbon as wide as No. 200.

Massive gold trimmings, fringes and epaulet effects.

Old-fashioned cashmere and Persian effects in everything.

Beaver strips and goods, all colors and shaded ones.

Gold nets and cloth and flowers.

Elegant ostrich in limitless qualities and values.

Beaded buckles and cabochons in richest colors

Quantities of coque feathers.

Very broad feather bands for turbans.

Ernormous wings made in novelty effects.

Long-haired plush, very silky, beautiful colors.

Mushroom hats, large or small.

The poke effect, even in large hats.

New black satin shoulder scarfs, lined with white satin, tassels on the end.

Heavy laces with bold pattern to stretch over felt hats, repeating the idea of last Summer

Broad Persian and cashmere silk ribbons.

Turbans and Large Hats Shown by D. McCall Co.

This progressive and reliable house has always a notable display of both pattern hats, and staple and high novelty fabrics, the materials and trimming effects that enter into their construction.

According to the models shown here it is to be either the large hat or the small hat this season. Paris is sending out many small shapes, but large models are decidedly holding their own, particularly for dressy wear.

Some handsome large hats were shown, one of which had the large, low, rounded crown formed of pleated tulle in a pale shade of bois-rose. The pleats were centred at the top of the crown under a large disc, covered with dull silver cloth. The wide brim which flared up softly at the side and back was also of pleated tulle with a wide flange of the silver cloth. Under the brim was placed a willowed bandeau exactly matching the tulle, and around the crown was a wreath of tiny flowers of picot edged ribbon in varied shades, toning in with the soft pink of the tulle. Another large, low-crowned mushroom model was covered with black panne velvet. This hat had the new facing—that is, rose pink satin was used veiled with white crepe. There was a band of velvet around the crown, and at the side was a large rosette formed of folds of satin merv and fine baby Irish lace, from which floated a soft marabout plume. A second Empire capeline, covered with black panne, showed rather unusual lines in the crown, which was concave rather than rounded at the sides. A feature of this hat was the beautiful millinery work; it was very perfectly covered, the fabric following exactly every line and curve of the contour. The edge of the brim was piped with old gold satin and shirred satin of the same shade was used as the facing; a cluster of made satin rose buds fastened in a magnificent black plume, which curled gracefully over the crown. Another large mushroom shape had a double brim the first being a volant of black panne and the underbrim being lined with champagne satin. A large flat, black velvet bow was placed at the side, and four tiny clusters of made roses in varied colors of satin ribbon were placed at stated intervals around the crown.

In the small models was a new Corday, with high bag crown slanting backwards, of black silk velvet. The brim was covered and faced with champagne satin over which was placed a double ruffle of Valenciennes lace in Tuscan shade, and at the side was a rich willowed plume in white. Another striking turban had a deep mushroom brim, and draped crown of black velvet, and at the side a large mount of curled swan feathers in lutin shade.

A feature at the openings of this firm has been the marked increase in the sale of high grade goods. In fact, it is now found that the better goods sell first.

Striking Hats by S. F. McKinnon & Co.

This firm always show some wonderfully good millinery models, eminently suitable for the Canadian trade, and as a rule the production of their own work-rooms; though they also show a carefully chosen selection of Paris and New York patterns.

Some of the most admired models showed many effective ways of utilizing the new Paisley-printed ribbons, silks, and other fabrics, that are so fashionable at present. Among these was a lovely draped turban of Persian-printed satin with one of the new, soft dull-reds as the predominating shade. At the left side was placed a lancer mount of pheasant feathers fastened in with a head and breast effect of the same. This was a most attractive combination, and showed how effective the use of a fancy feather with a fancy fabric could be when the proper color combinations were chosen. Another much admired hat was a small round-crowned turban with narrow, drooping brim. This hat was covered with moss green velvet, and draped with a wide Persian-patterned ribbon. Also in turban shape was a high-crowned, narrow-brimmed model, the crown being of deep poinsettia red velvet, draped in soft folds, and the brim and band of Persian lamb, with a high peacock aigrette at the side tipped with breast feathers.

In larger models, a big mushroom shape in black and red shot velvet was noticed, the trimming consisting of a bead and rosette bandeau, in sequins. A jetted bird's-head was fastened in a handsome osprey mount at the side.

This firm reports a wonderful demand for plumes and feather novelties. Willowed effects are selling freely, chantecler mounts in pheasant feathers have taken well, as they are both serviceable and effective. Large wings and soft feather mounts are selling in quantities, and all black and white effects, but particularly the striped zebra, and dotted and speckled feathers in black and white, are particularly good. In ribbons this firm has found Persian and Paisley effects to be good sellers, and these effects are being freely taken at present in silks, satins, velvets, plushes, fancy cords and in fancy bandeaux and other trimmings, and are specially well liked when mixed with tinsel.

The New French Colors by Smith, Runciman Co.

The opening day here was the culmination of a busy and successful two weeks, and on that day the warehouse of this firm presented a most animated appearance until late on in the day Both elevators were frequently in use, so great was the crowd of visitors and buyers passing to the showroom and the departments on the upper floors.

Two Stylish Fall Models — Shown by the Smith-Runciman Co., Limited, Toronto.

This firm always shows a large number of smart and yet practical models—models that while having the salient style points are eminently salable and wearable.

Many black hats were shown, and many of them were turbans of black velvet in combination with other fabrics. A stunning model was of black velvet and lace with a high draped crown showing the backward slant, so much in evidence, and the effect in the sharp angle of the face. This trimming consisted of a lancer mount and bird of pheasant feathers. The narrow velvet brim was plainly faced with taffeta silk over which was laid a pleating of fine Valenciennes lace.

Another velvet-covered turban showed a round, high crown, plainly covered with black silk velvet, and had practically no brim, though the large head-size gave the fashionable mushroom effect. Around the edge of the hat was a pleated trimming of black and white satin, the outer edge being of white piece satin, and the inner pleating formed of black satin ribbon. The large looped bow that formed the trimming was the great point of interest conveyed by this model. The wide loops were formed of narrow black and narrow white satin ribbons joined together to form a wide, striped, black-and-white ribbon. This opens up great possibilities for the use of narrow ribbons, and also for effective color combinations. A large, low-crowned mushroom shape was in the immensely popular black and white effects, and also showed another feature of the season, in the use of velvet with satin. The hat was covered with black velvet, with the under-brim plainly faced with white satin. The only trimming used was a diamond-shaped piece of black velvet lined with white satin, and formed into a large flat bow. Also a mushroom shape, but of more medium size, was a lovely model in mist grey and Dauphin blue. Mist grey is formed by veiling white with black, and in this case, white and black tulle were used. The crown was of black velvet slightly draped. The drooping brim coming up to a rounded point, in front was of pleated tulle—black over white, with a wide flange of black velvet. Around the crown was a ruche formed of pleatings of the two tulles, and a large, soft feather mount in Dauphin blue, at the side, completed this most effective model.

Novelties at Robert Taylor's.

This firm are showing an extensive selection of millinery fabrics, feather novelties, ornaments, etc., as well as a carefully selected stock of fabric-covered pressed shapes, beavers, felts, etc. Satin is in high favor, and pressed shapes in satin, both in black and in shot effects, have been distinctly good sellers at this opening, both in the large sailor and mushroom shapes and in the smaller cloche and turban shapes. These shapes are also shown in beaver, and black and navy are much wanted colors.

Though velvet is the leading fabric, there is a wide demand for plush, and in fancy fabrics printed Paisley effects take the lead.

Hats this season are all be-feathered and be-plumed and the collection of feather novelties is bewildering in its variety.

Willowed plumes are used on dress models. In fancies, black and white effects stand in high favor. Large wings in shaded and two-toned combination effects are leaders. Among the list of feather novelties must be included owl and coque heads, coque mounts, military plumes, pompoms, imitation paradise feather bands and bandeaux. Quills and wings in Persian colorings are a novelty.

Tinsel plays an important part this season, and is worked up into bandeaux, cords and cabochons. Jet and lacet braids are also combined. In ornaments steel and jet lead, and fancy jeweled effects are also good.

This firm always imports a number of carefully selected Paris models for the openings for the purpose of giving their customers ideas for the using of the goods. This firm always show a number of particularly good mourning hats, which form a great attraction to the trade. The models shown at this opening included several hats in dull silk and black chiffon. Turbans are always included in mourning hats, and perhaps the most original and striking one had a feather bandeau effect carried out in silk folds encircling a draped crown of dull black silk veiled with chiffon. The brim of this turban was covered with a pleating of silk edged with a bias fold of the same.

Another smart turban was of a folded beaver strip in dull violet shades shading into bronze and green. A fold of violet velvet indicated a brim, and an earlike bow of velvet was placed at the side.

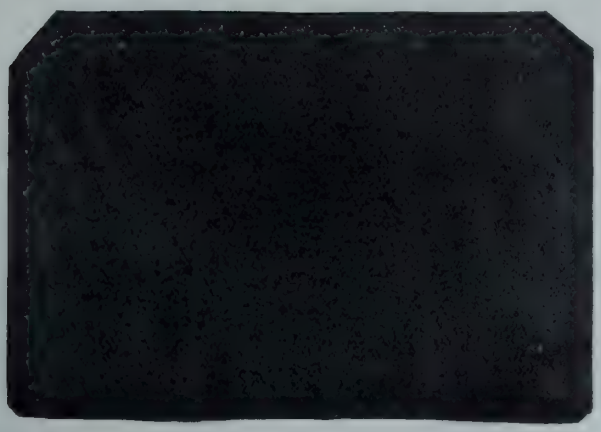
Looks Like Record Year for Ribbons.

Advance styles in gowns and millinery alike call for an extensive use of ribbon, and the trade this year promises to outstrip that for many previous seasons. Paris

There is a strong demand for ribbon in millinery for the coming season. This stylish model, shown by Walter H. Barry & Co., Montreal, is strikingly illustrative of its use.

is showing ribbons in immense quantities, whereas for years past they have scarcely touched this feature. Parisian models in millinery have ribbon garnitures arranged in every conceivable manner, very wide ribbons being lavishly employed for huge bows on large hats. Paris houses are placing big orders on these wide ribbons in black and white stripes and plain black satins. On fine French gowns, ribbons are being used for fancy girdles; pleated, for street and afternoon wear, and fin-

ished as nearly as possible in tailored effects; on evening gowns, with the ends either hanging free, or finished with quaint bows or rosettes. They are employed also,



Black Moire Antique Ribbon — Shown by Chas. Mouterde, Toronto.

to give touches of color or contrast to gowns which have the fashionable tunic or overdress of chiffon or other sheer material. Narrow black velvet ribbons will be used to some extent as edgings for smart gowns. Where Paris leads all other countries will follow, and early orders placed show a tremendous increase in business in ribbon lines since this time last year.

Rich soft taffeta weaves seem to be the leaders so far, and after these come the bright finished satins. A few striped ribbons are shown, especially in the narrow black and white stripes, but after the plain colors, the favorites are the Paisley patterns and colorings and the Persian and jacquered weaves. Shot effects, especially in the wide widths for hat trimmings, are good. A novelty design for which there has been a good demand, is an ombre effect in satin and taffeta stripe.

A number of bordered effects are shown in the wide ribbons, in which a good trade is likely to be done. One line has a tubular edge at least a quarter of an inch in depth. Others have solid raised borders, some with four or five rows of fine cording.

Merchants all over the country have already been buying freely in all lines, but according to present indica-

White and Black Striped Taffeta Ribbon — Shown by Chas. Mouterde, Toronto.

tions the heaviest business will be done in the wide ribbons, with widths 80 and 100 leading.

When velvets are fashionable velveteens are also good sellers, and both plain and corded velveteens would seem to have a good season ahead of them. Hair line stripes and moire velvets are the chief items in the novelties shown.

Ask your Wholesale House for these goods, the Best in their respective lines in the world. They are sold to the Retail trade only through Wholesale Houses.

J. B. Martin, Limited, Lyons---Millinery Velvets, Black and Colored, 18 and 22 in. Hatters' Plush.

Gros, Million & Co., Lyons---Tulles, Malines (Famous Dynamo Brand), Peau de Gant and Rainproof finish.

Giron Freres, St. Etienne---Ribbon Velvet. satin back in Black and Colors.

J. B. Bernard, St. Etienne---Colored Ribbons.

Alex. Giraud, Limited., Lyons---Satin, Oriental finest Black and Colored, Paisleys, Chiffons, Scarfs, Lustrine.

Bally, Latoud & Richard, Lyons---Veilings in Black and all the best colors.

Nicolas Deville, St. Etienne---Ribbons, Black Taffetas, Failles, Liberty Satins, Moires, etc.

These United Makers are represented in Canada by Chas. Mouterde, 9a Wellington Street East, Toronto, where stocks will be carried, as well as a branch in Montreal. Inquiry is solicited from wholesale houses.

In addition to the lines briefly suggested we will carry in stock Black Grenadine, Widow Veils, Motor Scarfs, Chinas, etc.

CHAS. MOUTERDE

9 Wellington Street East, -:- -:- -:- Toronto

CHAS. MARTEL, MANAGER.

No. 3.—Medium-sized street model in plum colored plush. For details of construction see page 21.

Is Careless Buying to Blame for Returned Goods Problem?

Some Buyers, it is Claimed, do Not Make Out Their Lists with Due Care—Goods Sent Back are Sometimes Seriously Damaged — Retailers Claim that They are Not Entirely to Blame.

DURING the past season the matter of returned goods has loomed up in a manner particularly irritating to the wholesaler. There is always more or less friction as to returned goods, and it would seem that there is a certain section of the trade against whom the wholesale houses have good grounds for complaint.

These buyers may be termed chronic returners and the houses from which they buy are never sure when a sale is made or whether the goods they are shipping out will remain sold. Goods are almost sure to come back, and on no pretext whatever, or with only the shallowest of excuses.

If the goods came back at once and while they were salable at the full prices, the wholesale house would not be so much out, but it seems to be a practice with some to keep the goods for some time, so that, when at length they are returned, the wholesale house has no chance of making a sale, except at reduced prices. And yet, at the same time, these people expect to get the full credit value of the goods they return. In some cases it is known that goods have been returned after they had been subjected to injurious handling in the department or store.

As is well known, millinery goods rapidly lose their novelty and a few weeks will make a great change in their value. Therefore, goods not immediately returned may not be worth anything like what they were when they were bought. And yet had these goods been in the wholesaler's stocks earlier they could have been sold at full rates.

There are buyers, it is claimed, who deliberately over-buy, and keep the goods until they see what will sell, and then unload the balance upon the unfortunate houses that sold them.

In the majority of cases, it is careless buying that is the great cause of the trouble. The buyer has not made out her lists with due care, or has not given the requisite time and attention to the buying of stock.

Of course, wholesalers are not entirely free from blame. Retailers declare that there are those who urge them to buy against their wishes, assuring them that it will be all right if goods are returned. Every safeguard should be taken so that the position of each side will be clearly understood. No responsibility can properly be attached to a milliner who has been practically forced by a traveler or other salesman to buy goods which in her calmer moments she knew she did not want. The milliner may be reasonably supposed to know her trade better than a traveler and her statements and opinion should be treated with every respect.

As matters stand, at present, each house has to meet this problem as best it can, and it is quite usual for the threat to withdraw the account to follow any protest, or a refusal to accept the returns on the customer's terms. In the United States the different millinery centres are organized and such matters are turned over to the Association to be adjusted and regulated, and the Association protects the interests of the wholesaler as well as the retailer.

Millinery That is in Demand
Millinery That You Want Now

"La Duchesse" Trimmed Hats

It is not necessary for us to say what you should buy. You know by now what you want, what is called for. Our message is that we can supply it. Try us.

MAIL ORDERS OUR ESPECIAL HOBBY.

BROCK & PATERSON
WHOLESALE ONLY
LIMITED

ST. JOHN, N.B.
HALIFAX, N.S.

No. 4—Corday model in brown velvet and ecru lace. For details of construction see page 21.

How to Make and Trim Modern Millinery

Details of Construction and Materials Required for Five of the Latest Models — Mushroom and Poke Shapes — Medium-Sized Street Hat of Plum-Colored Plush — A Corday Hat of Brown Velvet.

The hats described in the following article are illustrated on pages 12, 18, 20 and 24.

THE hat shown on the cover is a large mushroom model in black and white with handsome white paradise trimming.

Frame measurements:—Head size, twenty inches; front, six inches; back, eight inches; sides, eight inches; outside wire, sixty-two inches; base of crown, twenty-seven inches; height, four inches; diameter, seven inches.

The edge of the wire frame is covered smoothly with rice net two and one-half inches wide, on both sides; allow enough of the rice net over the edge to cover the wire joins, and bind with muslin, making sure to have a nice smooth even edge. Then cover the frame with white maline, four thicknesses in the facing and two on top. Cover the edge with black velvet, slip-stitching both edges. The edge of the lace is stretched round the brim, the scallops coming over the velvet and drawn in to fit the crown. The frame of the crown is covered with maline first, the top covered over with the lace, a black velvet fold round the top edge outlines the scalloped edge of the lace on the side crown.

The handsome osprey is placed at the left side and nearer the back, the stem being run through the lace and fastened firmly to a piece of buckram which is first sewn to the wires of the crown on the inside.

One and one-half yards of velvet will be required with three and one-half yards of lace for the construction of this very stylish model.

* * *

No. 2.—One of the new flat poke shapes, made up in two tones of mustard and trimmed with roses.

Measurements of the frame:—Head size, nineteen inches; front, five inches; back, seven and three-quarter inches; sides, seven inches, outside measurement, sixty-two inches; base of crown, thirty-two inches; dome wires, twelve and one-half inches.

This frame is one of pressed willow, but can be made in buckram. The frame is first prepared by binding the brace wires and edges with muslin. The crown and top brim is covered plain with velvet of a medium shade, the base of the crown finished with a French fold of the velvet. The facing of a lighter tone is stretched in plain and finished at the edge with a fine silk wire. The flowers and foliage in the same tones are arranged across the back of the crown and a bow of a dark shade of velvet, with a rolled hem on the edges finshes the bandeau under the brim at the back of the hat.

Materials required for the construction of this model are: One yard of velvet in the medium shade, three-quarters of a yard of the light shade. One-half yard of the dark velvet on the bias with the flowers and foliage.

* * *

No. 3.—A very pretty street model in medium size of soft plum-colored plush, faced and trimmed with a pale shade of faille silk. Frame measurements:—Head size, twenty inches; front, five inches; back, six and one-half inches; sides, six inches; outside measurement, fifty-two inches; crown base, thirty-two inches; height, six inches; diameter of the top, five inches. The frame is prepared in the usual manner. Cover the top of the crown and brim plain with the plush. For the side crown, first cut a pattern in paper, and cut the plush to fit plain, finishing neatly and sew firmly to the brim The facing of silk is finished at the edge over a fine silk wire, being joined at the back to make it fit smoothly.

The bow is made by joining together four widths of bias silk measuring ten inches each. Finish on each edge with a rolled hem, through which run a fine lace wire. This is formed into a bow consisting of five loops, ten or twelve inches long, one end and a cross over, and is placed at the right side of the crown.

Materials required:—One yard and one-half of plush. One and one-quarter yards of silk on the bias, with one-half yard on the straight for the facing.

* * *

No. 4.—Corday model in brown velvet and ecru lace, with gold rose trimming.

Frame measurements:—Head size, twenty-four inches, brim wires, four inches; outside wire, forty-two inches; base of crown, thirty-two inches; height, four and one-half inches; diameter, eight and one-half inches. This frame is made in wire, the crown covered with muslin, the two brim wires are bound with a bias fold of the velvet, being first bound with muslin.

For the crown, take three-quarters of a yard of velvet, round off the corners and run two shirring threads round the edge, turning in the edge a little. This is draped softly over the frame and sewn firmly to the brim. For the lace brim it will take three and three-quarter yards of pleated Chantilly lace five inches in width, on the selvage edge run a tuck large enough for a medium satin wire by which the fullness is drawn up to fit the crown, the edge being tacked to the velvet fold.

Two gold roses at the right side is the only trimming used on this very pretty girlish model.

It will require three-quarters of a yard of velvet on the straight, with three-eigths of a yard on the bias for the construction of this model.

* * *

No. 5.—Large sailor model in black twill silk trimming of pink roses.

Frame measurements:—Head size, nineteen inches; front and back seven inches; sides, seven and one-half inches; outside measurement, sixty-four inches; base of crown, thirty-two inches; height, three and one-half inches; diameter of the top, nine inches. This frame is of pressed willow, the edge of the crown being rounded.

The model is constructed of twilled silk, fluted. The top of the crown and the facing is covered plain with the silk, the side crown of the fluted silk being brought over the top edge and finished with a wire run through a tuck at the edge. The centre part of the top brim is first covered plain with pink broadcloth, the black silk being used, from the crown out one and one-half inches and finished over the broadcloth with a wire as on the crown. A binding of the fluted silk is used over the edge, two inches wide, which is also finished with a wire.

The only trimming used is a spray of pink velvet roses and black silk foliage which is hand made.

The materials required for this model are—Three and one-quarter yards of silk, one-half yard of broadcloth, half the width and the flower spray.

Millinery Advt. to be Effective Must Have Timely Appeal

Avoid Indifference Which Allows Advt. to Become Unseasonable — Have it Changed Frequently and Give it a News Value — Develop Co-operation with Best Mediums of Publicity — Extracts From Good Advertising.

THERE is a milliner whose indifference with regard to advertising is such that when the Fall openings approached, her enterprise was still represented in the local paper by an advertisement which announced her Spring and Summer showing, and which stated among other things that "our stock is being constantly added to to fill up the gaps caused by the Spring rush." In the local paper in which this advertisement appeared were two others announcing the Fall openings of large department stores in a distant city.

While the milliner in question has rendered herself eligible to a charge of negligence with respect to a most important factor of her selling force, the local publisher, who has no further interest in his customers than to allow a Spring opening advertisement to appear in his paper at a time when mail order houses are favoring him with their patronage in solicitation of Fall business, would certainly appear to be something of a traitor to the people who should have first claim upon his consideration.

It is a somewhat deplorable condition of affairs that in this, as in other cases within the knowledge of The Review, there is not a greater co-operation between the advertisers and publisher or the existence of a more sympathetic interest which would move each to work for mutual advantages.

Don't Neglect Timely Appeal.

It appears to be a common failing among milliners in the smaller places to neglect the timely appeal in their advertising. It is commonly the case that announcements of openings or other forms of publicity are allowed to run in the local papers for some days after the opening dates have passed and by which time there would probably be absolutely nothing in the advertisement to interest the people. It may be that the milliner is very busy and can ill afford the time to devote to frequent changes in advertisement. In such cases she can have an understanding with the publishers of the local papers whose advertising men could in very few minutes be given sufficient news about latest goods to frame up a satisfactory advertisement.

At this stage of the season the progressive store or department will keep the public well supplied with information upon styles.

A glance through many specimens of the publicity which has heralded the new season indicates that heads of stores and departments are realizing the importance of giving their advertisements a definite news value. It is also quite evident that in those stores where millinery forms a separate department and where the advertising is generally looked after by a competent man, the advertisement is generally more to the point than in the case of an exclusive store. This is the result of concentration upon the essentials of good advertising. The advertisement man, to fill his positon efficiently must make his work productive, must give a definite selling power to the space at his disposal. The exclusive milliner too often overlooks the fact that her newspaper space must be regarded as a member of her sales force. That is the point of view which she must have all of the time—not merely at the advent of a season. It is a matter which requires the foresight and the discerning knowledge of the saleswoman and the buyer. The person who has the ability to select a stock for a season should also know how to prepare a line of advertising which will help sell it.

In decided contrast to the local advertising enthusiasm indicated in the case above mentioned is that presented by a paper in Western Ontario which recently contained the opening announcements of six millinery houses ranging in size from one-third to one-half page with bright cuts and newsy discussion of the new stocks. No space was devoted in this paper to mail order house announcements, and the appearance of the paper suggested that local loyalty and co-operation had been pretty well developed.

Extracts from Good Ads.

At the present time there are some excellent examples of opening and general millinery publicity in the press and the following extracts may prove helpful:—

This season, more than ever before, we are making extraordinary efforts to produce stylish hats at popular prices. We would like you to judge in how far we have been successful.

If only to look, do drop in to-morrow and you will be astonished at the values offered.—Hamilton Co., Montreal.

Your new fall hat bought here will have the distinctive beauty peculiar to O'Connor's millinery. Paris, London and New York all contribute their share in these latest creations of Fall fashions in headwear.—The A. O'Connor Co., Halifax, N.S.

A distinctive advertisement by the Paquet Co., Quebec, gives an excellent description of four models. This is the kind of literature which women are eager for. It induces them to visit the department at least to inspect if not to buy. The descriptions follow:

A Paris Model.—One of the smartest Turbans we are showing is from Monsieur Lewis, 18 rue Royale, Paris. This is in taupe beaver, crown in shot silk and reseda and rose, trimming of four lovely quills shaded in oriental style and fastened with a rich jewelled buckle, underbrim in black panne velvet. Price $18.00.

A London Model.—A Paris Model in the Charlotte Corday shape is shown in bottle green panne velvet, shaped brim trimmed with shot silk in green and brown, underbrim velvet faced trimming of rich velvet flowers in amethyst shade, rich cut steel buckle set with large stone. Price $19.00.

Special $19.00.—We are showing a very handsome creation from London in the new "Majestic" shape, fine braided satin in the delicate taupe shade, upturned brim, faced with taupe silk velvet, trimming of wings and owl's head in white. Very dressy and remarkably reasonable in price. Special value at $15.00.

Dainty Creation.—A beautiful Georgette creation is shown in feathers, high crown mushroom shape, shaded in plum color, trimming of plum velvet draped around crown and finished on right side with rich jewelled buckle in antique brass, left side has knot of brown velvet. Price $28.00.

Our advance showing of Millinery styles from Paris, London and New York has been seen and appreciated by hosts of visitors. It should not be missed. Even from an educational point of view it is doubtful if correct dressers could find a more interesting exhibit in the city—Murray-Kay Co., Toronto.

You have read of the home coming of our millinery buyers from the fashion centres. Naturally enough you will be interested to know the styles. Come and get the first glimpse of them and be a style leader in the new season. The hats are large and small. Some have wide brims, others hardly any at all. Turbans are particularly popular, though the Egyqtian turban is the season's latest novelty . Plumes, aigrettes, wings, birds, velvets, silks and ribbons are among the leading trimmings.—Hudson's Bay Stores, Winnipeg.

We will present to our customers a preliminary showing of French and English model hats that correctly indicate the trend of modes which fashion will favor this season, including the most refined and beautiful as well as the most daring originations of the modistes of Paris in a showing of models, marvelous in their charming effects. —Steacy's, Kingston.

For thirty years we have been crossing the Atlantic in quest of fashionable merchandise at favorable prices.

Thirty years of experience in foreign markets have established a buying connection for G. B. Ryan & Co., second to none in this country.

We know where to go for style and where to go for value.

Paris is as familiar to us, in a business way, as is Toronto or Montreal.

We have almost the right to say—"if we haven't got it, it isn't good style," because nothing that is good style escapes us.

We promise the ladies of Guelph an exact representation of hats as worn in Paris.—G. B. Ryan & Co., Guelph.

We want to show you this millinery, with its several colorings and trimmings which are now taking the fashion centres by storm. A beautiful showing of millinery priced at figures which spell positive satisfaction to every fancy and every purse.—Hills Store, Vancouver.

The Latest Colors.

Though black decidedly dominates this season, and the combination of black and white is pronouncedly fashionable, there is a lovely range of colors put forth for the coming year. The leading color so far is the rich, brilliant King's blue or Dauphin, as it is technically termed, no other color standing out with any particular prominence, though relief shades such as regent, gold, flame color and poinsettia red are used in combination with black and the very deep shades that are so much in vogue.

There is much combining of color on the new hats, and black, grey and King's blue is a frequently seen combination, while the lighter shades of almost all the fashionable color ranges are at their best in contrast with black. Mist grey is the result of veiling while satin or taffeta with black chiffon, and this effect and several other striikng greys are very much used. A new grey seen at the openings was named St. Jean Baptiste—the color being that of wood smoke against the late evening sky. Pintarde is a lavender grey and Minuta is a slate shade. Closely allied to taupe is the new seal color. A clear rose pink is much used by the high-class milliner to face the underbrim of many of the large black velvet hats and is often clouded and softened by a veiling of white crepe. Blue is a leading color, the new blues being in deep rich art tone. Beauvais is a likely speciment of these; Limoges is on the order of Nattier blue and a beautiful blue green shade is named teal. Other colors used are brass, sand, moss green, olive, plum and raisin.

The latest colors to come into prominence in Paris are "Comete",—a purple blue, Russian or Moujik a clear deep emerald shade. Clove or copper color, and "bois scarce," a color closely allied to American Beauty shade.

The majority of the millinery houses have made a feature of the Paquin scarf of satin, not only in black lined with color or white, but in soft neutral shades of satin, or of satin mixed with bands of fur or marabout. These scarfs are decidedly ornamental, and though light in weight give quite an amount of warmth over the neck and shoulders.

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Parisiennes Show Marked Favor for Slim, Youthful Figure

Corsets Modeled upon Natural Lines at Present — Wider Skirts Indicated — New Gowns and Millinery Show Renaissance Features — New Dinner Gowns Have a Short Train — The Japanese Sash Another Feature

Staff Correspondence

Paris, France, Sept. 9.

IT used to be that as soon as the Grand Prix was over the tourist and the toiler owned Paris, the world of fashion moving off to their country houses or the seaside. The motor car has changed this and instead there is a constant flitting between Paris and the country and the resorts on the Normandy coast. When in Paris, gowns and chiffons always absorb much of the time of the true Parisienne. Many of the leading dress-makers are quite as full of orders as they were during the season and there is a constant succession of customers waiting

Long coat of Hudson seal with new wide armhole and cord and passementerie fastenings

Scarf stole of coney and skunk, and new flat square muff to match

to be fitted in their establishments, consequently they have as yet made very little preparation for the production of Autumn models. Therefore, it is to the gowns produced for wear at such places as Ostend, Trouville or Dieppe that we have to look for the new developments of the mode.

Youthful Figure.

Women this year look wonderfully young, for the fashionable silhouette is decidedly youthful and becoming, too much so to be willingly altered and besides the new corsets are most comfortable. To be sure, they are long but they are so boned that there is no difficulty in sitting, as all the efforts of the makers have been centred upon producing an easy, natural figure and carriage. Corsets express more perfectly than ever the lines nature intended the perfect figure to take. They are, therefore, sensible, and though they fit most closely, are extremely flexible. Corsets are now molded on the lines of the perfect antique figure and shape, not by squeezing in the one place to bulge in another, but by adjusting the lines so that they follow the proper contour.

Though skirts are built upon narrow lines, there are signs already visible that when Autumn passes the "hobble" will go with it to the tombs of forgotten styles. There are rumors that several of the leading costumiers are contemplating the introduction of Renaissance modes for home and evening wear. These new ideas will bring fuller and more flowing skirts, and rich velvets, satins and handsome brocades in beautiful clear colorings, as well as jewelled bands and glittering embroideries. Already, for evening wear, many gowns have just slight trains.

Parisian milliners and dressmakers work hand-in-hand and the latest millinery shows that many of the modistes are working on the same lines, and small sixteenth century hats and caps are strongly featured. Paris has always more than one arrow in her quiver and the princess robe with innumerable buttons and fastenings at the left side or back are also shown. Some of the new gowns make quite a feature of the Japanese sash, and this effect, in the hands of a clever modiste, can be made a thing of beauty. This sash forms a wide girdle in front, finished by a large flat bow at the back, and it is in the arrangemnt of this bow that the work of the artist in dress is discernible.

A New Combination.

A lovely dress designed for wear at Trouville had the corsage finished with a Japanese sash that was apparently held in place by a fastening of forget-me-not satin. The dress itself was parchment-tinted crepe-meteore with a tiny pompadour flowered design mounted over orchid-mauve satin. Orchid mauve and forget-me-not blue combined with flowered fabrics strike a note in fashions that has been absent for quite a period.

The cold weather which is responsible for the black satin scarf is also bringing to the front handsome little pelerines of old world brocade. These are draped over the shoulders and are edged with lines of fur, marabout or swansdown and are similar in line to the pelerines so much worn during the second Empire period. Little circular capes or tippets are also worn, made of checked satin foulards with the design so small that a shot effect is produced.

Costly Fur Garments.

Wraps bring up the question of furs and this is a question that the smart woman is taking up early, for the garments promise to be both handsomer and more costly than ever. Rather plain long coats are those that promise to lead.

Among a collection of beautiful furs a coat that was particularly pointed out as illustrative of present style tendencies was somewhat in the fashion of a soldier's great coat. There was just that full and easy hang to the skirt, and the width of arm hole which allowed the arm to slip in easily, that is necessary to produce a graceful effect. The coat was of seal-dyed musquash. The lining was a chene patterned silk in brown and gold on a purple ground. The ample collar could be either closed up to the throat, making a double-breasted effect, or could be worn open with wide rippling revers. Three frogs and cords closed the front and a cord ornament was placed on the ample cuff.

Coats of this kind are preparing for wear over the dresses of light weight fabrics that are now so fashionable. Besides seal, chinchilla, mink, broad-tail and caracul are other fashionable furs for making up into these luxurious long coats.

Both stoles and muffs are very large, and pelerine shawl and scarf effects are those fashion is favoring. The combining of so-called ermine which is really coney with lines of skunk results in the production of some handsome sets.

One seen in this collection came to a point at the back and as it was very wide and soft it came well over the shoulders and was gathered in by the arms in shawl fashion in front, ending in two long points that came within a quarter of a yard of the edge of the skirt. The body was of coney bordered with a flounce of tailed ermine headed by a band of skunk. The muff was a very soft flat shape and was trimmed in the same manner. The lining was of white satin, edged with an early Vic-

Renaissance cap of black satin with made roses and buds of white kid.

torian quilling of inch-wide satin ribbon. Many of these stoles and pelerines are almost a garment and on fine days can take the place of a heavy coat.

Caps of Crochet.

A pretty and practical fashion that has sprung up at the seaside this year is the wearing of soft white or colored caps made of crochet. These caps fit the head closely but have a wide raised border that gives them a cachet. They are placed at various angles according to the taste of the wearer, but the hair is covered completely at the back and only shows enough in front to make the cap becoming.

Sunshades carry out the color scheme of the hat. The smart sunshade carries a border of deep fringe and this

Large sailor-shape of black hatters' plush, plain faced, with inky blue satin and girdle of the same around the crown.

fringe and the facing of the hat are of the same shade. Thus a hat facing of deep green would be matched by the fringe bordering the parasol.

Autumn Hats in Paris.

Hats are to be either large or small and here two of the latest shapes are shown. One is a pressed hat of silk beaver in inky or nocturne blue—that is in a blue that is almost black. The underbrim is plainly faced with satin of the same shade, and a drape of the satin girdles the hat fastening under a satin bow placed low down on the brim of the hat. The other is one of the small Renaissance turbans or caps. It is of black satin and is trimmed with a milliner-made spray of roses and buds formed of white kid.

Hats Very Flexible.

There is one very unusual feature about many of the hats, and that is that they are very flexible, indeed some are quite collapsible. Hoods, for instance, of soft felt or beaver are only braced with wires at intervals, or velvet hats are made on the most pliable of nets, instead of willow or buckram or a regular wire frame. These hats are hardly more than caps, and fit down over the head in most comfortable style. Turbans, the crowns of which are full, like the beefeater hat or the Tam O'Shanter, have very deep coronets, which are much higher at the back and one side than at the other and while the mushroom tendency prevails and the majority of brims droop, yet there are plenty of high coronets and large hats that have a slight sweeping roll at the side. It is curious to note how many hats and turbans have a peak or point at the centre of the back or front. These are very quaint looking and are usually faced with some contrasting material. Broadcloth is used for facings, plain ones, of course. Bindings of silk braid and pipings of satin are also featured.

A great deal of lace is used in millinery. Many hats have a ruffle of Val. or Oriental lace around the brim of the hat, and wider laces are used as trimmings.

Have a Record for Reliability.

Confidence is the foundation upon which all business is built, and the building up of confidence involves honesty and integrity of purpose It is but true that "honesty is the best policy," and business honesty includes honesty of word as well as deed. Honesty of word it is said is little regarded by some milliners, and there are girls who do not scruple to break most flagrantly a positive engagement. They will fully arrange all preliminaries with a merchant for the season and if a better position or one that suits them better in some respect is offered they will accept the second position without scruple and often without troubling to inform the merchant they first engaged with their intention. Often, the first notice is because the young woman does not arrive at the appointed time.

This, of course only applies to a minority of young women in the business, but the class is numerous enough to cause both the wholesale houses and the merchants a large amount of trouble and annoyance.

The Review is satisfied that lack of thought is at the bottom of most of this trouble. If the young woman who breaks an engagement in this manner would only think, she would realize that she is not advancing her best interests It is through the recommendation of the millinery houses that the majority of young women are placed in the situations they occupy, and a reputation for being unreliable must close the most desirable openings. For no house will endanger their standing with a good customer by recommending her.

Possibly she does not think far enough ahead to realize that the day may come when she may want to set up in business for herself, and that in such a case her personal standing with the leading millinery houses must be of the first importance in securing success in business

There is no question about the fact that every girl has the fullest right to obtain the most satisfactory remuneration possible for her work, but when she makes a definite engagements her true course and her best policy is to carry it out.

Fashion Makers Predict Winter of Fur.

Fashion authorities predict great popularity for furs this winter, so milliners are preparing to use fur extensively. The fur hat will be widely shown, but the smartest idea seems to be the use of bands of furs as a trimming.

Bands of fur for trimming purposes have been in high favor in Paris since June, and used as they have been on silk crepes, lace and chiffon they have not looked out of place for summer wear. With fur so extensively in evidence in the season of light fabrics, its vogue promises to be intensified three-fold now that its proper season is arriving.

Small hats will be made entirely of fur, but on the larger hats simple bands will be the accepted trimming. Milliners have the materials to hand for beautiful effects this winter, as there no handsomer combination than that of velvet and fur. One of the new low-crowned, wide-brimmed shapes of black velvet seen at the openings was trimmed with two ermine bodies, the underbrim being plainly faced with black satin. Another large, flat shape somewhat on the poke order in front, and turning up slightly at the back, had the low round crown covered with black velvet and a deep flange of the same. The brim was covered with ermine, from which depended a flounce of heavy Venise lace falling over the black velvet flange. The underbrim was of white satin veiled with the same heavy lace. Another fur-trimmed hat had a round crowned mushroom shape covered with rich tapestry in dull blues, greens and reds on a soft yellowish ground. The flange and the underbrim facing was of King's blue satin and a band of sable fur went around the crown.

Fur bands also edge many brims and for this purpose are most becoming, as they give a soft irregularity of outline that is most flattering to the wearer.

The new shaped caps and turbans are also made of fur and seal. Persian lamb, broad-tail and the shorter haired furs are as a rule employed for this purpose, while the trimming bands are generally of the longer furs.

Daring Hats at French Races.

The millinery at the French race meets this year was most interesting and some very daring hats were worn. Flowers were hardly ever used, magnificent aigrettes and ostrich plumes being the trimming for the majority of the hats. Many of the novelties come in uncurled ostrich, and there are numerous new mountings of this class. Hats were worn that had the brim and crown covered with uncurled ostrich and finished with a group of five or six short plumes. The large Amazon plumes are again worn, and large mountings trim many hats. Many plumes are in two-tone effect, and a new idea is large smudges of black or white or pale colored ostrich plumes.

Very large hats are being worn in Paris and the new feature is the introduction of a high bandeau for the large hat. This takes the form of a frilled cap of lace around the face that is very picturesque. Lewis, who has introduced this new departure, is also covering the underbrim with flowers and lace, and is also using a scant ruffle of lace around the broad brim of the hat.

Another new model that made its appearance on Drag day, was a scoop-shape in front, with a high band showing the hair.

Sees Danger for English Millinery Trade.

The discussion upon the proposed legislation in England prohibiting the importation of feathers has brought forward a publication by a French naturalist who holds that the effect of the bill will be to drive the English millinery trade to the continent. On this important phase of the matter he states :

"No legislation or restriction that 5 per cent. of the people of Britain—or even 50 per cent. of them—can pass will prevent birds or their plumage being worn in hats as trimming, for even if we may not import the skins into this country and manufacture them into trimming on this side of the water, France and Germany will do nothing to restrict their trade, and those who have hitherto purchased their hats in England will, when birds and feathers are in fashion, go to the Continent for them, or obtain them without even going there. The legislation, therefore, that these impractical enthusiasts are urging on the Government to pass will not only kill an important trade in London, but will drive away the best of the English millinery trade to the Continent. I say this because you cannot prevent passengers coming into England from wearing what trimming they like in their hats, whether foreigners or English ; so you cannot prevent the English or foreign residents in the United Kingdom from going or sending agents to the Continent for trimmed hats, so long as they are "worn" by the traveler."

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VOL. II. No. 7.

The Canadian Millinery Review

November, 1910

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NOVEMBER, 1910

Pays to Take Discounts.

TO buy for cash, and to sell for cash is the ideal manner of conducting a business. The selling for cash in many cases is at present an impossible ideal for a big majority of retail milliners. They can, however, take the fullest advantage of the system of cash buying. Many of the shrewdest in the trade are doing so, and by paying cash and getting the best possible terms are rapidly making money in their business.

The wholesale merchants, of necessity, sell goods on at least two sets of terms. The one is for the customer who pays "spot cash," and the other for the customer who takes long credit.

This latter class of customer pays much the highest figure for her goods, as she is apt to let bills run on after maturity, and is obliged to pay interest for the extra time taken.

In many of the best known and best managed stores a large proportion of the yearly "net profit" is made up of cash discounts earned through the prompt payment for goods purchased.

Many milliners have no true conception of the real value of the discounts offered, and it is no fable to say that there are many milliners who could more than pay the rent of their stores with the money saved by taking full advantage of the discounts offered. Even a cash discount of only 1 per cent., ten days, net in 30 days, obtains far more than it seems to. To put it shortly, the milliner who pays in ten days and deducts 1 per cent., obtains an allowance which is equivalent to interest at the rate of 18 per cent. per year, and 2 per cent. 10 days; 30 days net is equal to 36 per cent. interest per year.

Practically, when larger amounts of discount are allowed they become special trade discounts, as they can hardly be classed as interest allowed for the prepayment of bills. When trade discounts are allowed, the interest earned is high, thus 6 per cent., 10 days, 30 days net, is equivalent to interest at the rate of 108 per cent. a year.

These few facts about discounts should set the milliner who is not earning them to thinking, for by not taking advantage of the best terms obtainable she is neglecting one very obvious source of adding materially to her profits.

Investing in Better Goods.

THE millinery season now at its height has certainly reflected the generally prosperous conditions in the Dominion. Business has been good ever since the season opened, and with only one or two exceptions, the demand has run mainly upon the lines indicated at first. This means that, so far, the season has been a most profitable one from both the wholesale and the retail standpoint.

Because early stocks are pretty well absorbed, milliners are in good shape for, and eager to make the most of the new ideas put forth for the assorting season. This also means good business for the wholesale houses.

The big feature in millinery is the decidedly higher class of fabrics and materials sold. Milliners are finding it good policy to invest in better goods. The only point on which any complaint is made is on account of the beautiful hand made flowers, so very much in vogue at present. To make these flowers is a task requiring time, taste, and skill, and customers do not seem to appreciate the fact that these items are costly. Milliners state that women will pay the price for an expensive plume but do not seem to see the value in handmade flowers and sprays.

London Features Skunk, Seal and Chinchilla on Hats

Motor Bonnets and Hoods Shown Everywhere in New Shapes — Materials Used for Hats of all Kinds are Fur, Silk, Satin and the Metals — Beaver Mouchon Much Used and Long Veils of Ninon de Soie Draped on Bonnets

Staff Correspondence

Office of The Canadian Millinery Review
88 Fleet St., London, E. C., October 10.

CLEVER ideas in motoring millinery are shown in abundance in the smart London shops. The best liked models as a rule take the form of bonnets or hoods, and are developed in fur, silk or satin. Beaver mouchon is also extensively used, and long veils of ninon to match the color of the bonnet are draped around the crown, and wrapped around the neck, leaving the ends floating over the shoulders. Sometimes one end is brought over the chest in front, and the other falls down the shoulder at the back, but much more frequently both ends are brought round in front and hang down on each side of the neck.

Motor Bonnets in Saxe, Navy, Moss and Wine.

Just at present it is the shirred satin bonnet that is most worn. A very smart model seen at Harrod's had the high, pot crown, and the brim curved up to a rounded V over the forehead. Both crown and brim were of shirred satin with the edge of the brim relieved by a binding of fancy braid. The crown was swathed with a drape of satin, ending under a flat, folded bow of the same fabric. This bow was firmly stitched down, so that it presented no point of vantage for the wind to catch, and the ninon veil was caught to the bonnet at the back, and was worn wrapped around the neck in the fashion described above. This bonnet was in a pretty pinkish mole shade, but could be had in saxe, blue, navy, moss and wine reds.

Dainty Poke Shape for Motoring.

Daintily demure was a quaint Quaker shape with the poke brim of beaver mouchon, and the full crown of soft, ribbed silk. There was a large rosette of quilled silk on each side which fastened the long ties of ninon down to the edge of the brim. A charming little Dutch bonnet was of shot taffeta, and was made with a quilling of narrow lace which surrounded and softened the line of the brim next the face.

Caracul with Mob Crown.

Later on, there will be a big demand for the fur bonnets, for they are the height of comfort, and are also immensely good in outline, and very becoming. One of caracal had a full, mob-crown, and a brim that rolled softly away from the face. The crown was of black fur held in with a band of fur drawn through a small gold buckle in front. The flange of the brim was also of black fur with the under edge of white caracal. This model was lined with white satin, and was wonderfully light weight, when the material of which it was made is considered. There was no veil to this bonnet, but a band of fur, lined with white satin, and having a made bow of the fur as a finish, was fastened in at the back and hooked over at the left side, bringing the bow and ends almost under the left ear.

Great Variety of Tailored Hats in New Materials.

A most practical motor hood was of electric seal, with a soft, pliable brim that turned up and formed a most becoming cap of the same shape, which has been so much worn at the Normandy coast resorts. These smart little caps, hand-made, were to be had in all colors.

London is also the headquarters for tailored models, both for sporting and cross-country wear, and for wear with the plain-tailored street and walking suits and dresses. Some extremely good models are shown, built upon lines that are decidedly new. The stitched, tweed hat or cap is now replaced by smart, soft caps of suede or plain or corded velveteen. These hats are almost without stiffening, and have very few wires. The crown is cut in sections, and the brims roll sligthly up on the left side. Just a band or strap, furnished with metal eyelet-holes, and pulled through a brass buckle, is the only trimming used. The suede caps are underlined with silk in self tones, and tan, prune, emerald, reseda, saxe and mole, are the leading colors.

Cloches and Drooping Brims.

In street hats the newest shapes are the cloches, and the new low-crowned, straight-brimmed, drooping shapes. These are mostly of satin, flanged and plainly faced with velvet to match, and though colors are beginning to sell, black and black and white effects are the style leaders.

Brassy Gold and Antique Silver.

Brassy gold and antique silver bands, cabochon and cord ornaments are also freely used. Smart, satin cloches are swathed with a drape of velvet, the ends hidden under a smart cockade or a cabochon of gold braid.

Draped velvet toques are seen with a draped end hanging over at the side, finished by tassels of black silk and cord.

Wide Range of Furs used as Bands.

Already the model houses are showing fur hats. Skunk, seal skin, fox and Adelaide chinchilla are the furs most in evidence, and, as a rule, fur bands are favored rather than the whole fur hat. Cap-like effects in velvet, satin or tapestry have little turned-up brims of seal, lightened by an edging of narrow, gold lace. Small mushroom shapes are covered with tapestry or velvet, and trimmed with a band of fur around the crown, fastened under a rose or gardenia. On the dark velvet hat with a skunk or fox band, the rose may be of white kid, but gold and silver roses are most generally used.

Black and White, Navy and Deep Blues Lead.

Colors are rather inclined to be dark and rich this year. The magpie combination is seen on all sides, and is away ahead of the leader, excepting only navy and the deeper blues. Everyone is demanding these, and dealers are taking shipment after shipment, while customers eagerly demand more.

The arrangement of black, white and blue together is a note of high style, and sells in any shape. Black panne-velvet is the article most in demand of all millinery supplies, and navy blue comes next. These dark shades would be exceedingly sombre were it not for the universal use of gold and silver, and the combining of different fabrics on the same hat.

Fuchsia red, flame, Russian green and amber are new colors and more is sure to be heard of them week by week as the season advances.

A ELWOOD. Two Piece, Fine French Felt, medium size, very neat shape in black, brown, navy, myrtle, wine....Price $1.15

A641 New Style, Close Fitting Mushroom Turban, good quality, plain Felt, comes in black, brown, myrtle .....Price 1.15

A603 Matrons' Shape, Satin Velour Finish, always modish, black only .....Price 1.10

A581 Large, Slightly Mushroom Sailor, Fine English Felt, square crown, excellent value, in black, light brown, wine, myrtle Alice .....Price 95c

A580 Misses' Smart Mushroom Shape, Round Crown, good size, always saleable, comes in black, dark wine .....Price 90c

A579 Small Staple Shape, Rolled on Left Side, square crown, made of fine French Felt, extra good value in black, brown, navy .....Price 85c

COCKBURN & REA, LIMITED

54-56 Wellington West, ... TORONTO

Please mention The Review to Advertisers and Their Travelers.

Satin and velvet model in picture hat shape, with large willow plume. The Paquin scarf is piped with white as a novel feature Shown by Cockburn & Rea, Ltd., Toronto.

New York Shows Close-Fitting Turbans for Winter Wear

Small Hats in Large Head Size — These Types Unstiffened — Flowers and Feathers Relegated to Dressy Hats — Velvet and Satin Popular Alike for Costumes and Hats — Empire Styles in Dress Lead to Cap-like Hats

Staff Correspondence

Office of The Canadian Millinery Review,
New York, Oct. 20, 1910.

SINCE last writing, there have been many fashions made and marred, for the New York woman is hatted now for the winter or for part of ia at least.

In spite of decidedly unfavorable weather, the millinery shops and departments have suffered less from lack of business than other lines. At the time of writing, the demand is for the dress hat, for the street hat is usually the first purchased, and as the social calendar begins to fill in, the need for dressier hats is felt.

While large hats are larger than ever and in demand for restaurant and carriage wear, the demand for small hats for everyday wear grows apace. Most popular is the large head-size small hat that hugs the nape of the neck and entirely covers one, if not both ears. The first requisite is that the hat should be unstiffened. The smartest are of velour—that is closely clipped beaver, or melusine, and surely a more comfortable or practical headdress for all winds and weathers has rarely been devised, for they are crammed down over the head, practically concealing the hair, and are very scantily trimmed. Many have a small wing, a quill or smart-looking, rather severe bow, perhaps of dull gold on steel. Flower and feather manufacturers are loud in their protestations against this vogue for it affects materially the demand for the output of their factories. It would seem, however, as though the many beautiful materials that are used on the dressier models should compensate for the lack of trimming on the street hats, for fur, lace, ribbon, flowers and feathers are used on the former, with a fine disregard of cost.

New Way of Treating Tapestry.

There are three materials in the millinery world that outstrip all others in favor ; these are velvet, beaver and satin, and the first and last are in the greatest demand for costumes as well. Next to the above comes tapestry. We are at present using quantities of it on our hats and wraps. The masses have taken to tapestry, which is against its favor for high-class trade, but of course there is tapestry and tapestry, and about the only point in common between the cheap and expensive kinds is the name. The more expensive tapestries have threads of tinsel woven in the design, and the colors are very rich. A very good effect results from covering a cheap tapestry with a layer of chiffon, black or dark green being advised, as these soften the colors that in a cheap tapestry are very apt to be garish. Huge buckles, tapestry covered, or discs as large as saucers treated in the same way, are ways of introducing this fashionable fabric.

Rich Colors and Outlines Suggest Roman Empire.

Rarely indeed is a hat in monotone seen this year ; this applies to the black hat as well, for while black is in high favor it is nearly always used with white, gold, steel, or a brilliant color. Black and white does not diminish in favor. Black and King's blue, black and Chantecler red, and black and grey are the best liked of all combinations in which black appears. For evening wear there is considerable Chantecler, cherry, cerise, scarlet and poinsettia, red being used particularly in ostrich goods, bandeaux, French plumes and willows. These vivid shades are often combined with steel or with grey silver lace with cherry-color feathers is a stunning combination. The many rich colors, both dark and bright, combined with gold, are the result of part of the fashion contingent to establish the Roman influence in dress, and we have royal looking velvets, ermine, gold fringe and the honey-suckle berry which are characteristic of the days when imperial Caesar ruled. At a recent very notable exhibition of gowns, wraps and millinery held in the Philadelphia store of John Wanamaker, the models represented the ladies of the Roman Court and Caesar himself was shown on his throne. There is certainly every reason to anticipate the continuance of the classic. Waist lines are high and skirts short and very narrow, many being bordered with gold or silver fringe. With this style dress, a very large hat is decidedly out of proportion, and the close-fitting, draped turbans are being shown, as well as small, Empire bonnets.

Dutch, Quaker and Priory Bonnets.

One of the newest bonnets is called the "Priory." There is the Quaker bonnet, the Dutch or Flanders bonnet and the little frivolous bequin or baby cap, which may or may not be worn under a large hat. There are endless varieties of these caps ranging from the jeweled Marguerite or Juliet caps to the more youthful, frilled affairs. Apparently all small hats, either grave or gay, must first of all be flexible and fit tightly over the head, which is to result in less false hair and a simpler arrangement of what is worn. A new hair bandeau has been designed. It is the result of the fad for tying ones hair back with ribbon, which has been in use by the summer girl for several seasons. The new bandeau may be made of velvet and have encrustations of metal, or a flat motif of ribbon or tissue flowers, or it may be of almost anything as long as it binds the head with a band from three to five inches wide, that comes well over the brow and ears and down at the nape of the neck. This bandeau can be worn with or without a hat.

Fur-trimmed Hat Better than all Fur.

Fur-trimmed hats with sets to match are now being offered by the retailer. A great many of these are of fox, white, black, silver and red, the latter being one of the smartest furs of the season. It is used for the all-fur hat and for the fur-trimmed hat and, by the way, it would appear that the latter is the more favored by the high-class trade, for the imitation fur turban has brought some sort of a fur hat within the reach of all Civet cat is another very fashionable fur. It makes not only stunning hats, but motor coats as well when trimmed with fox. Baby bear, brown and cinnamon, skunk and lynx are the furs most used for trimming. Large velvet or hatters' plush hats, hats of metallic nets or laces, as well as those of satin, have fur crowns, or else are in some way trimmed with bands or scarfs of fur. The fur-trimmed hat is certainly much more dressy than the fur turban, no matter how handsome the latter may be.

Tailored Model with Stitched Bri

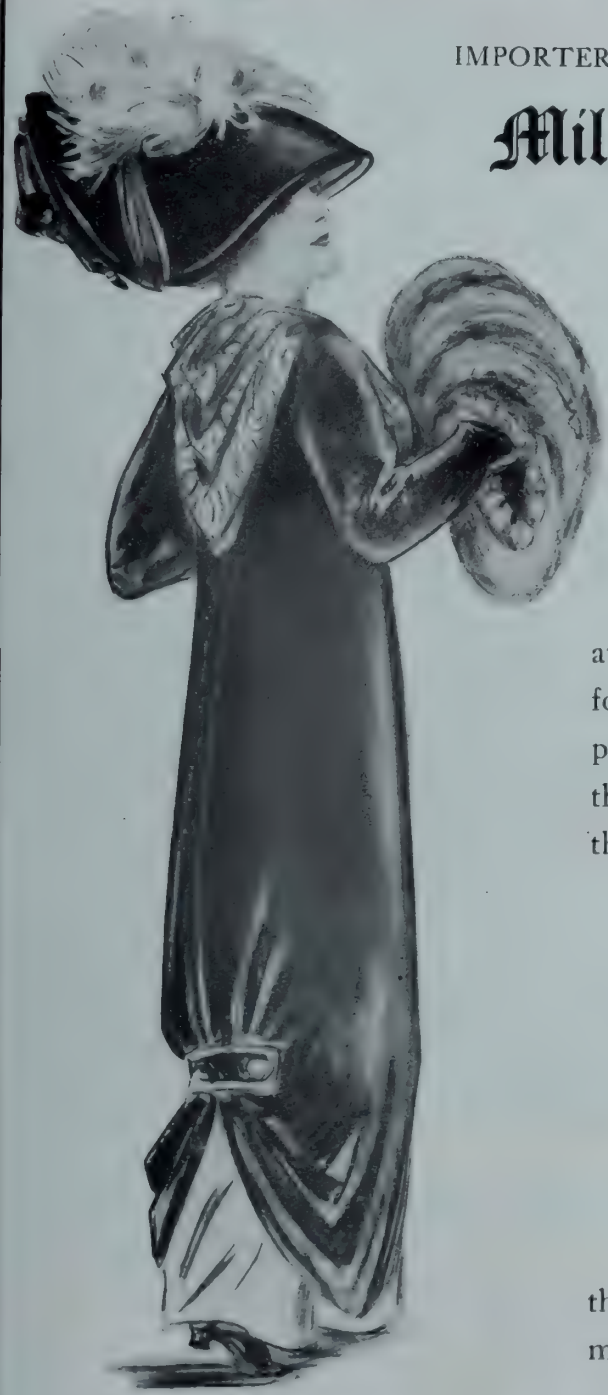
Among the newest semi-dress hats are some velvet, flexible hats, the brim edges bound with stitched silk.

No. 1 — Dressy turban in three shades of corn color with lace and white osprey trimmings For details of construction see page 16

The John D. Ivey Co., Limited

IMPORTERS AND MANUFACTURERS OF

Millinery Goods



TO those who do not find it convenient to visit us, we suggest an order by Letter or Lettergram, for say six of our five to ten dollar Trimmed Hats. This will enable you to see what is being shown at headquarters and will furnish new ideas for your workroom. These hats will also please your customers and can be sold to them at a good profit and delivery within three days.

RUNNING LINES

Beaver hats, especially in black, will be a tremendous item from now on. : : :

Black Ostrich Feathers and Willow Plumes are particularly strong. : : :

The demand for Velvet is enormous and will increase as the season advances. : :

Our mail order department can supply the above lines. Order anything that you may require.

The John D. Ivey Co., Limited

WAREHOUSES:
TORONTO, MONTREAL, QUEBEC

BRANCHES:
WINNIPEG, OTTAWA

Please mention The Review to Advertisers and Their Travelers.

Smart velvet poke model with willowed plumes. Shown by
The Smith-Runciman Co., Toronto

These hats are being shown by the smartest Fifth Avenue hatters. They are variously trimmed, with pompons, or severe looking rosettes of pleated ribbon, either in black, white or colors. White or black is very smart in these as in all other effects. The brims roll up all or partly around, and the crowns are softly indented. In regard to crowns, the full varieties lead. A great many draped and Tam o' Shanter effects are used on pressed brims of all sizes. The Raphael and beefeater styles are still being shown, as well as the hats characteristic of the period of the French Louis, Corday hats, Romney and Watteau effects. This goes to prove that the present mode is made up of the styles of many periods. There ought to be a hat for every face, surely, and yet as usual only a few styles are being run and one sees them on all sorts and conditions of women.

Outlook for Spring.

The vogue of the small hat argues for the popularity of veils this winter. The made veil leads in fine lace meshes. Black is considered smartest. The veil is worn free from the brim instead of pinned back as last season. All sorts of curious designs are used in the new cobweb veilings, but in the very fine meshes now in favor they are not as disfiguring as the ultra effects in coarser mesh that ushered in this mode. The New York woman is rather given to many and conspicuous hat-pins. Those at present in vogue are large and are of rhinestones either wholly or in part.

Before another month has waned, the Horse Show will be a thing of the past. What will be worn at the afternoon and evening sessions is always important, and will be faithfully reported. From the retailers' standpoint the season is now in its prime, but already the wholesaler has fixed his eyes upon the future, and it will not be long before the Spring hat is presented to public gaze. What the Horse Show sets the stamp of approval on for mid-winter may serve as a guide for early Spring. Each year the seasons arrive earlier and earlier, until one wonders where the line will be drawn. The exodus for southern climes that is so important a feature of the New Yorker's social life, is, of course, responsible for the Spring season being ushered in so early on the heels of the Christmas holidays.

Technical Millinery Terms Defined.

Alaska Sable, as is generally known, is another word for skunk. The name is misleading as the best skins come from New Jersey and contiguous states. This fur is a millinery favorite, both abroad and here, this season. Skins are selling for $2.50, an enormous increase from last year.

Bois Sacre, means literally "sacred wood," and probably referred to relics of the true cross; a French play originally brought the shade into vogue. It is best described as a brownish claret, very deep in tone.

Charlotte Corday hat is named after the French heroine who assassinated the demagogue Murat at the time of the Revolution. The crown is a high, full, Tam-O'-Shanter, the brim small and mushroom.

Bleriot blue is so named in honor of the French aviator, M. Bleriot, who flew across the channel in a ship painted in this rich, medium blue, between an Alice and old-fashioned pansy blue.

Corbeau blue is simply "crow" blue, and is named after the glossy blue-black of the bird. Not all Corbeaux are so dark, but all have the dull, smoky appearance like that of a city sky towards twilight; a good strong blue veiled with black chiffon gives the effect.

Flame color is explained by the name. It has something of scarlet and also something of cerise in it. It has come this year in hats, dresses and scarfs as about the only very high light of the season.

Fuchsia red is deeper than cerise and yet not quite crimson. It may be described as purplish in tone. New York is wearing it extensively at the moment.

King's blue is a much misunderstood color. The Americans with their instinctive aching for royalty first called this shade, formerly classed with royal blues, after King Edward. "King's blue" is simply a name, and represents a shade a little brighter than a regulation royal. It is very brilliant and clear and comes in plain and panne velvets this season. It should not be confounded with deep Copenhagen or Corbeaux shades, nor yet with the favorite navies and electrics.

Ratine is a pressed cloth of the felt family with somewhat knappy surface. This knappy effect is the beauty of the cloth which is largely used as a fabric for hats, both top and facing, and comes in all delicate shades, double width.

Shepherdess pokes were originated by the use of ribbons on either side of the crown of the flop hat to tie it down over the ears, with a bow under the chin. The effect was to produce a scoop at the back and a peak in front. The hollow of the scoop was filled with trimming as the style developed, this trimming being intended to lie upon the hair. It is a very graceful model as adapted this year.

Matched Sets of Hat and Muff.

Matched sets are having a great vogue this season, and are not necessarily of fur alone. Satin is also extensively used. A beautiful model in contrasting shades of this rich and most fashionable fabric is shown on the cover. This set is from the model room of Debenham & Co., London, and the Review is indebted to that firm for the reproduction. The set shown consists of muff and hat to match, but often a scarf of the same fabric is added.

Sets of fur and satin are also exceedingly good. Long stoles or scarfs, formed of lines of fur alternating with bands of velvet or satin are very much used. Sometimes the satin is veiled with chiffon, and the satin lining also will have a chiffon covering. Very dressy sets have stoles of the new illuminating colors, such as Russian green, King's blue, fuchsia or flame-red with the bright color veiled and softened with black chiffon and with an edging band of fur. Tapestry and never still, brocade is also used, and with these rich fabrics there is usually a bag to match. The furs most used are skunk, fox, opossum seal and caracul. For completing the set, the hat may be all of fur, or the crown or brim may be of fur and the rest of the hat of the matching fabric. Many of the newest hats are covered with the fabric and have a band of fur as the trimming.

Charming effects are seen when bands of long-haired fur are entwined with a massy mount of made flowers, or when combined with silver and gold. Brocaded materials have peculiar value when set against fur, as also have velvet and satin. Sometimes a band of fur finishes the inside edge of the binding of contrasting material so much used this season on the trim of the hat.

Rich Displays at Autumn Openings by Wholesale Houses

Originality in Many of the Designs — Flowers are Again in Demand — Gainsboro Lines Appear in Many of the Large Hats – Description of Many of the Most Striking Models — Immediate Deliveries Insisted Upon

WHEN consideration is taken of the fact that the early Fall openings carry the bulk of the trade, a remarkable display was on view in the Toronto wholesale houses on Monday, October 17th. The hats shown were up to the minute. Milliners had just returned from New York the week previous, and their workrooms hummed with activity up till the last available moment. In that time styles were created which evoked both surprise and admiration when presented to the trade. Everyone expected to see modifications and adaptations of what had gone before, or undisguisedly early Fall models, and the originality of some of the designs was food for interested comment.

For instance, flowers are again, and greatly in demand. Gainsboro' lines appear in the large hats, many of which are not so low upon the head as before. Moreover, a small rim is set inside turban crowns and raises them from the face. These details are elsewhere enlarged upon.

The day was unusually perfect. A fine business was done in trimmings, and customers who purchased hats would not suffer delay, but in many cases took their goods with them or called for immediate delivery. The early bird, therefore, had as usual the advantage of choice.

Flowers Featured by G. Goulding & Sons.

Nothing could better illustrate the turn fashion has taken in favor of flowers than a glimpse into the showroom of G. Goulding & Sons as it was on opening day. Very few feathers of any kind were shown, but everywhere were flowers. Not only were those made of ribbon and the silver and gold fabrics popular, but regulation French roses were seen and flower sprays combined with ribbon or gold and silver tissues.

A beautiful hat was of soft brown panne velvet, not the tabac shade, but one of the rich golden browns which used to be favored a couple of years ago and which promise to be the leaders for next Spring. The shape was large and slightly mushroom with a flattish crown. All around the edge were pink roses in shades ranging from vieux rose to palest pink. The whole was covered and draped with brown Chantilly lace in veiling effect, softening all the tints beneath into a most attractive harmony of color. The facing was of the pink so favored just now for that purpose.

Crownless hats with a slight upward bulge where the crown is usually placed are simply trimmed with a single willow plume, this being a favorite touch at Goulding's. Several of such models were seen, one a New York hat in silver net over figured ground with a band of contrasting material around the edge.

A panne-velvet picture hat was veiled with chiffon; a flat crown in rounded shape being surrounded with large velvet poppies. The hat was in a light shade of Bleriot blue, the chiffon in Corbeaux, much darker, and the poppies in brilliant King's blue. The beauty of the color scheme made it a very dressy model. A finishing touch was a bow flat across the back of the crown in lovers' knot style, made of the veiled panne-velvet and piped with King's blue. The hat was slightly mushroom with a dip at the back.

A black velvet Georgette showed the upward peak in front, which has become so popular, and was trimmed with fine oval-fluted lace about the crown, topped by a huge black velvet butterfly, very natural in shape, and piped with satin.

Very rich was an iridiscent purple effect obtained by combining fuchsia red ground of panne with veiling of blue chiffon. The hat was slightly mushroom and broad and flat of brim. A large rose in pink and grey with purple centre completed this hat. A plain black velvet model had an osprey of the same, and a frill of silver lace underneath to rest on the hair.

Alaska Sable (skunk) was used to edge a black velvet hat, placed on top of, and just inside, the band which ran around the brim. Pink was a feature of G. Goulding & Sons' display, and touches of the fuchsia red now favored in New York were also seen. This came in poppies on a black velvet hat with red facing covered with black Chantilly lace.

Besides the above, hats representing all ranges of color were seen, wistaria purples, soft blues, terra cottas, flames, cerises and many other shades. Before leaving this display, note must be taken of an odd, but extremely striking little turban in mob-cap design, completely round, and not wired at all. In shape it was practically like the crown of a hat. Its little, down-turning brim was shirred, and the whole made of tapestry in a small floral, watteau design. Nothing smarter for wear over one of the new coiffures could be imagined.

John C. Green Co. Show New Corbeau Blues.

A rose in blue glace kid was the unique trimming of one of John C. Green Co.'s hats. This shape was a Georgette in corbeau blue velvet, the crown being very flat, even for a Georgette. Another leather effect was seen in a soft mauve, suede hat, with poke in front and trimmed simply with French roses bound in silver to rest upon the hair where the brim swept up in a curve at the back. This model, it will be noted, combines three new features in shape, material and trimming.

Ratine is one of the special features shown by this firm, and most effectively used as the fabric of a roll-brim sailor shape. This hat showed greater width from side to side than from back to front, thus achieving a general becomingness to almost any wearer. The facing was in "steel" effect, got by putting black chiffon over pale silver. An osprey mount of cord of silver passg round the crown completed the hat. A cream ratine had old rose facing embroidered in rattail braid. It was mushroom in shape with a deep dent downward at the left side and was finished with a kid rose.

A turban in steel effect was of black panne-velvet with a passementerie band of silver on black cashmere net in very fine outline embroidery. There was a simple pattern braided on top of this with steel beads. The steel and black combinations are particularly good this season.

This hat was completed by a fringe of silver to fall well down over the hair and forehead, and by an ermine bow-knot at one side.

A revival of the Pocahontas bandeau was seen in very novel form. Black cashmere net was embroidered to represent feathers in silver outline stitch, and the piece cut in the feather bandeau shape. This was used on a turban of black velvet with a small brim turning almost straight down, the crown being draped softly. A silver tassel mount at one side gave the final touch.

Another tiny turban-cap hat had a silver and scarlet rose as finish. A made lover's knot of silver formed the trimming of a flat crownless model of blade panne with Corbeau blue facing.

Very handsome was an ostrich, willowed bandeau with skirt fringe and three small willow plumes at the left side on a big model of white chiffon over broadcloth, faced with black.

Tapestry was represented by a hat of Corbeau blue and gold fabric braided with dull, old silver, and trimmed by a mount and feather of the same blue.

Gold embroidery was draped all over the crown and brim of a black Georgette, and the hat finished with a single French rose. Beaver cloth turbans were effectively trimmed with the new flowers or with ostrich mounts.

A collapsible suit-case hat by Roger, Paris, was also of soft, medium blue and had a large crown of pointed fox. The blue in form of a bandeau of tapestry ran around the base of the cap, as it really was, and a willow plume of the same shade was placed at the side. This hat when flattened is about one foot in height, and wider by a good deal from back to front than from side to side. It is made without a regular shape of wire, and sits very softly and easily, well down on the head.

As usual, this house showed some dainty juvenile creations. One was of pale blue broadcloth, bonnet shape, with ruched ribbon and pink rosebuds. Another, even prettier, was all of white narrow ribbon, looped and knotted to make the crown look like a huge chrysanthemum, the shape being a tiny reproduction of the regular turban with small, turn-down brim, also of white.

The John D. Ivey Co. Display Dressy Hats.

A boat-shaped turban shown by this firm, illustrated exactly several leading features of the coming season. It had a fitted brim, in curved effects with a break at one side, formed of seal. This brim was turned up on a crown of draped, royal blue satin, veiled with silver net and silver Chantilly lace. A butterfly of Chantilly silver lace bound with royal blue, and having a body of silver lace, was the only trimming.

Another fur cap with seal brim, also in boat-shape, was somewhat on the Napoleon style, always favored abroad. Tapestry brocaded in silver and pastel formed the crown, and was embroidered with gold braid. A flat gold rose completed the hat.

Flame color was used on another similar model. A distinct brim was turned up on a cap of seal, and a simple feather mount in flame added. The shirred facing and lining were in the same shade. This color is extremely distinguished and, with black velvet costumes the rage, it is selling very freely as a needed touch of brightness. Coral colored flowers are used by Ivey's designers in the same way as the flame—that is on black and silver.

This firm features royal blue, black and white (or magpie), effects. Many different arrangements of this favorite combination were seen. A toque of King's blue with lining, tassel and frill of silver, the latter in Chantilly lace, illustrated this style. A very pretty grey model had a silver crown braided, and an edge of silver. A white mount and frill of pleated silver Chantilly completed this somewhat bridal effect.

Very unusually pretty was a Georgette hat of black velvet with turned brim and coral colored flowers. A drape of gold fishnet and a trimming of sable fur made a complete harmony.

Silver is a favorite feature of this firm's millinery, and designs are taken directly from such houses as Roger and Lewis, of Paris. Mob caps come in this fabric and were much examined and admired. These matinee caps are frilled and drawn with a tassel to lie on the hair at one side. For dressy wear they come in particularly "apropos."

Chrysanthemums figured largely on hats designed more particularly for young women; one of these, a brown beaver in picture shape, had only this single mount of massed blossoms, and was as simple as effective. All better hats tend towards simplicity of trimming, though not of fabric, this year. The reason of this is that good milliners do not care to pile on too many fancies at once, hence fancy fabrics make for simple mounts.

A small black satin hat in cap effect, very simply lined and piped with white, was much examined and admired.

A French beaver, satin finished, had a full trim of chrysanthemums against the crown, in abrupt colorings, and was finished with gold lace and fur. The soft tones of purple and red went admirably with the Alaska sable.

A walking turban in corded silk had the trimming draped in design, resembling a coque mount. This was in scarlet over black and white stripe, with a fringe of black, gold and silver. The color scheme when seen is so modified and combined as to be eminently suitable for walking purposes, while a relief from the dull shades of which so many are shown this year.

A plain black and blue picture hat had a trimming of tiny silver flowers. Under the brim a rose was placed to rest against the hair. Nothing can exceed the effectiveness of these seemingly simple hats.

To sum up, John D. Ivey Company included in their display dressy picture hats with plentiful use of the tarnished gold and old silver effects, so much in demand, and specimens of the strictly tailored hats as well. They are showing a great deal of blue, especially in King's and Bleriot tints, also silver Chantilly, oriental bandings, tapestries and furs. The latter come in cap effects, but this firm favor the boat shape, above described, to any other. Many furs are used, but the prettiest seem to be Alaska sable, mink and ermine, not forgetting seal.

In their hints to buyers, the John D. Ivey Co. point out that flowers are again coming to the front, and are regarded as leaders for later hats.

Hatter's plush, velvet and silk hats, both large and small, are exceedingly stylish. Small hats with high crowns, tremendously large hats, with low crowns, are popular.

White kid flowers and trimmings are the newest novelty.

Gold trimmings, gold nets, cards, tassels and flowers are among latest novelties.

Enormous winds, made in novel effects, are growing in popularity.

Magpie turban with brim of black caracul and osprey mount. Shown by The Smith-Runciman Co., Toronto

Six Qualities in Colors

VELVETS VELVETS VELVETS

Twelve Qualities in Black

Velvets are having an exceptionally strong demand, and Milliners cannot afford to be without good assortment in all grades required for the season's styles.

■■

Our values prove this to be

The Velvet House

THE D. McCALL CO.

WINNIPEG MONTREAL TORONTO OTTAWA QUEBEC

D. McCall Co. Feature Black and White, Blue, Amethyst and Flame.

A toque of black panne velvet, with crown of the new flame shade, amply draped, was one of the most striking of this firm's display. A single willow plume in the same shade added the necessary touch. A black and white tailored hat had a fancy bandeau of white, with embroidery of black braid.

A single willow plume formed the mount of another black model. This had a plain black velvet rolled brim, turned up at the edge, and a knot of white leather in lover's bow effect, gave a touch of brightness.

A black Georgette shape had a little poke effect in front, and a crown of panne velvet in soft draping. At intervals, small bunches of gilt and Paisley fabric flowers were placed around the crown. Still another black hat was in turban effect, with a white marabout mount and a slightly turned brim. The touch of French taste came in the handsome real jet bandeau.

A very flat, crownless model had a magnificent full-skin trim of Alaska sable, with big head and handsome claw and tail finish. This was put on in a form resembling the neck-ruff worn a few years ago, and thus created a crown, as it were, where none was. This idea must be credited to this firm's designer as absolutely new and exclusive. A purple wistaria shade of panne velvet was used for the body of the hat. A tiny silver and gilt rose completed the whole. When one considers that the wide brim was of picture hat effect, and the peculiar beauty of the color scheme, the artistic impression of the whole is felt. Incidentally, this hat was sold before 12 noon.

Dyed peacock mounts for popular walking hats were a feature of this firm's opening. These mounts are not prohibitively expensive for plain, everyday hats, and they lend a touch of grace to the severe, tailored model which is now the decree of fashion for morning wear. A black panne velvet turban, with full draped effect and shirred crown, had a mount of these correct feathers, set in with a chou, in form of a many-petaled rose, made of black panne and lined with flame color.

This firm favors cerise, as well as flame, and a handsome model was seen in black and white, cerise, gold and silver. A black panne toque, rather high-standing, had cerise crown and single willow plume of the same.

A hat which was not far from the traditional Gainsboro shape was slightly mushroom as to the brim. It was formed of shirred panne velvet and had a single willowed plume.

The "simple trimming" strikes a persistent note in all this year's millinery, and is nowhere better exemplified than in the models being designed by the D. McCall Co.

A table of purples, both in toque and large brim effects, included a shade which the milliners declare is even newer than wistaria, namely, dark amethyst. This was handsomely combined with silver banding and readily lent itself to silver embroidery. An osprey of the same shade completed one such toque in Russian turban shape.

A mushroom sailor of black panne, with tan leather in plain band around the crown, and two plaques of tailored tan and black, was a feature of the walking hats.

A near-seal turban in full, fur effect had a trimming of black Chantilly lace, and touches of cerise. The facing was of this latter shade. A regulation brown velvet turban, draped style, had a band of tapestry, richly edged with chenille and gilt threads, embroidered on with catch-stitch. This band was piped in biscuit tint, and messaline in biscuit formed the facing of the hat. The color scheme was exquisitely carried out in a mount of natural-shaded, coque breast, trailing off into drooping pheasant feathers of reddish brown. The tapestry was in tones of red and brown, and had a peculiar, rich, Turkish pattern in half-moons and broken squares.

Elegant Dark Tones in Beavers at Smith-Runciman Company's.

The Smith-Runciman Co. has for some time made a special display of beaver to meet the demand of both the high-class and medium trade. Novelty effects come in in the trimming of these hats, but as a regular line none is better with the public this year. Very complete indeed is this firm's array of fabric hats, but the richness of the beavers is specially noticeable.

A handsome taupe in silk finish had a triple mount in Prince of Wales shape of ostrich plumes, and a bandeau of spirted ostrich around the crown. This bandeau and the plumes were willowed in natural (exactly matching taupe) and white shades.

A picture shape of deep reseda green in beaver was simply decorated with roses massed against the medium crown. These were a distinct novelty, running in liquid green shades, from whitish to deep reseda, and with little touches of crimson on the petals.

A large black velvet hat was in Gainsboro (modified) shape. It had no less than twelve apricot-colored ostrich tips around the crown, arranged in soft and drooping outlines. White kid roses formed the trimming of a black velvet turban shown by this house; a Spanish turban in lynx had a crimson velvet edge and facing.

Amethyst shades came in shot effect, with reseda-green as a band laid across the crown and brim of a wistaria beaver. This French combination was completed with a trim of huge velvet morning glories in deep purple.

Among the favorite shades, both in fabrics and beavers, were King's blue, black and white, taupe, brown, wistaria and shot orange, bordering on flame.

A taupe beaver brim had a panne velvet crown in soft folds and was trimmed with a rose of tan kid. A brown, fur-felt hat, wide brim, had three shades of tan ribbon in a bow across the crown, held by a dull enamel buckle in green jade tones. A peculiarly striking color effect came in a silver tissue cloth, laid over very pale yellow panne velvet in a mushroom shape, with low crown and black velvet facing. A black willowed plume formed the only trimming.

Smith-Runciman Co. had a wide color range, mostly in soft dark shades, with a good deal of black and white. Their hats were arranged in such a way as to devote a whole table to each important color while fancies had a table to themselves, and model hats here and there stood alone on their high mushrooms.

One table contained varying shades of blue, including Bleriot, Corbeau, Copenhagen, Alice, royal and navy shades. Most of the navy and darker blues are taken as soon as shown, so that it is impossible to keep them in stock. There were two varieties of turban, the plain effect, simply draped, banded and perhaps plumed, and the brim turban. The latter had a small brim about two inches, turning almost straight down. Both of these are leaders this season in rapid selling lines.

A table set aside for purple shades held great variety in addition to those described above. Plum, regulation mauve, wistaria and amethyst were the leaders. Toques somewhat predominated over flat hats, and flowers were a noticeable feature.

Silver was more prominent than gold in this collection, striking the new note of advanced styles. Particu-

larly handsome was the collection of greens as above described, and including, in addition, myrtle, olive, deep sage and moss. Chantilly and other laces were in use, but flowers and feathers predominated. A wine-colored Turkish turban in panne velvet bordered on the "bois saere" tint, and was lightly touched with deeper color.

This firm has done particularly good business in beavers, and in panne velvets. Colors are cerise, Bleriot blue, black and white, and purples. Paradise and willowed mounts are leaders, and fur hats are demanded in small sizes. Gold and silver roses, with Paisley-printed pattern on centre petals, are great favorites.

News Items from the Millinery Houses.

Carter & Kenney report small hats selling strong, and fine demand for beaver, plaques and velvet. Hats are small in turban effect, and every milliner shows a suit-case model. This firm has one of the prettiest hats seen in this form, in rich brown velvet.

Cockburn & Rea find a tremendous call for navy, especially in velvet. A member of the firm just returned from Paris, confirms the opinion regarding blues, black and white and wine shades.

Robert Taylor shows new bands in tapestry effects, and finds good market for all jet ornaments, bandeaux and buckles. Among staple colors, dark red proves very good. Persian trimmings are in as great a demand as ever.

S. F. McKinnon Co. find that the mail order trade runs heavily on fur hats, on beavers and on willow plumes. A steady demand for toques is felt, and velvet and flowers are wanted in country as much as city places.

A Richly Appointed Store.

A millinery establishment which represents the last word in rich appointment and excellent equipment is Kurzman's, Fifth Avenue, New York. Its location in the smart shopping district, in close vicinity to Tiffany's and Altman's, is in keeping with its high reputation as a millinery house.

Kurzman's, Fifth Ave., New York. Looking towards Fifth Avenue and showing the window, background and section of the beautiful Circassian walnut show cases.

Kurzman's, Fifth Avenue, New York. Showing the staircase leading to the second floor and a show case containing a display of tapestry bags.

Two interior views are here shown. The main floor is in Louis XV style. All the woodwork fittings, cases and tables are of carved Italian, Circassian walnut, the rich tone of the wood blending most admirably with the deep green of the unpatterned carpet. View No. 1 shows the window background and the door with its rich panel of point de Venise. Part of one of the wall cases may be seen, and from this portion some idea of the elaborate detail and the beauty of the whole may be gained.

The second floor is in Louis XVI. style in white enamel. On the floor above is a replica of one of the rooms in Paul Poiret's house in the Avenue d'Autin, Paris. This room is paneled in grey, with the carpet in an exquisite shade of rose. It is to Paul Poiret's influence that the strong Oriental note in the season's fashions is mainly due.

According to Mr. Kurzman, the Russian ballet, with its effect on the minds of the Parisian couturiers and modistes has led to the adoption of the very becoming styles in toques and turbans that are now the fashion. To these picturesque tableaux, and the gorgeous coloring of the costumes is due the present feeling for rich colors.

Large hats with low, round crowns and picturesque effect, trimmed with an abundance of ostrich plumes and paradise feathers, are the favored style for dressy wear. To wear with tailor-made, walking suits, hats fashioned from Beauvais tapestry effects are very smart. For evening wear, velours, broches, and also laces, gauzes, and nets in silver and steel tinsel are fashionable, especially when mixed with fur.

Paquinette scarves are named after the celebrated Paquin house of Paris. They are made of silk from eight to twelve or more inches wide and faced with contrasting shade, the ends drawn into tassels.

Tabac is French for tobacco and the color is sufficiently described by its name. It is the newest brown of the year.

How to Make and Trim Modern Millinery

A Dressy Turban in the Shaded Corn Color — Black Satin Turban with Trimmings of Lace and Sable — New Cap Model — Beaver Turban with Tapestry Band and Osprey Trimming — Measurement Details for Milliners

The hats described in the following article are shown on pages 12, 18, 23, 25.

No. 1.—A very stylish dressy turban in three shades of corn color, with lace and white osprey trimming.

Frame measurements: head size, twenty inches; brim wires, three and one-half inches; outside measurement, thirty-three inches; base of crown, twenty-nine inches; dome wires, seventeen inches.

The frame is first covered with chiffon or soft white muslin, fastening the crown firmly to the brim. Over the edge of the frame is a frill of the palest shade of corn-colored soft silk, and veiled with gold fish net. This frill is six inches wide and sewn to fall one and one-half inches over the edge. The brim is faced from the inside edge of the frill, with the same silk stretched plain over a fine silk wire and pleated in to fit the head-size. The second shade of pleated silk is cut nine inches wide, the one edge being sewn to meet the top side of the frill on the edge of the brim, over which the four-inch heavy lace is sewn round the turban, all joins being made at the left side.

The top of the silk is then sewn to the crown to form a frill at the top of the lace. The top of the crown is filled in with the darkest shade of the pleated silk.

A rosebud bouquet with gold centres and black petals finishes the osprey at the left side.

Materials required:—Of the lightest and darkest shades of silk, a strip six inches wide and three yards long; of the medium shade a strip nine inches wide and two and one-half yards long, one yard of lace, the gold net, the osprey and rose.

* * *

No. 2.—A charming black satin turban, with trimmings of lace and sable fur.

Frame measurements.—Head size, nineteen and one-half inches; brim wires, three and one-half inches; outside measurement, thirty-three inches; height of coronet, three inches. The brim is made in willow. The crown is made in wire and measures round the base twenty-four inches; height, four and one-half inches; diameter of the top eight inches, and is covered neatly with muslin and sewn firmly to the brim. The edge is bound with a bias piece of ivory satin; the brim being faced with the same satin, being finished at the edge with a fine wire. The coronet is faced with a bias piece of black satin, then covered with another bias piece, being finished at each edge over a fine wire and showing the piping of ivory satin at the edge of the facing. The crown is cut to fit loosely over the frame. Cut a circle of satin that will be eight and one-half inches in diameter when finished; pipe the edge of the circle with the satin over a small cord, and sew carefully to this a bias piece of satin for the side crown, making the join at the right side back. This is pulled over the crown frame and is finished at the right side back with a bow of lace, edged with sable on one side, a fine lace wire is run through the lace on the other edge. The bow consisting of five loops and cross-over.

Materials required.—One-quarter of a yard of ivory satin, three-quarters of a yard of black satin, two and one-half yards of lace and the sable edging.

No. 3.—One of the new cap models of very simple design, in soft prune shades.

For a foundation, make a small dome crown to fit the head and cover with chiffon, then with a soft shade of prune silk, having a bias fold of the silk falling two inches over the edge of the frame, line and finish the cap.

Then sew a cap to fit over the frame easy, of the fancy prune and metallic braid, two and one-half inches larger than the frame. It is then finished with the cord and tassels at the top.

It will require three yards of braid, two and one-half inches wide, one-half yard prune silk with the cord and tassels, for the construction of the model.

* * *

No. 4.—Dark green beaver turban, with tapestry band and osprey trimming.

Frame measurements.—Head size, twenty inches; frame wires, four inches; outside measurement, thirty-six inches; base of crown, twenty-nine inches; dome wires, seventeen inches. The frame is made in willow, wired and bound with muslin. The crown made of wire is covered with muslin and sewn firmly to the brim.

For the facing, cut a bias strip of velvet wide enough to face, and also cover the top brim two inches, fit it well round the edge and join; sew to the top brim first, then stretch in to fit the head size as smoothly as possible. A beaver strip is draped over the crown. If it is a large strip one-half of it will be sufficient, draping from the back to the front. The ends of the tapestry band are faced in five inches with a royal blue satin ribbon. The band is tacked round the brim, a line of the blue ribbon showing all round. The ends of the band are turned back, at the front of the turban and tied with a smart bow of silver ribbon which also finishes the green osprey.

One and one-quarter yards of tapestry banding will be required with one yard and one half of blue ribbon, and one yard of silver ribbon. One-half yard of velvet, the beaver strip and osprey.

Peacock tints and designs seem to be arriving in the wake of the Persians, among the best and newest lines. In one place is seen a hat-pin of smoked silver, embossed medallion, slightly concave mounted with a raised peacock, set with stones and having a pearl in its open bill. Then again, a belt buckle straight from Paris is in peacock greens and blues.

Steady sellers and immensely popular are the brilliant and rhinestone hatpins. One of these has a circle, about one and one-half inch in diameter, of stones, surmounted by a design resembling a butterfly of the same. Great lightness and delicacy characterize these pins.

A sterling silver pin with long oval head had decorations of scroll-work in "art nouveau" effect.

An English firm is sending out pins with the bayonet point. These are three-sided instead of round at the end, and slide in much more easily on this account. They also leave a smaller hole. People who handle them declare that they are preferred to the others in staple lines when once introduced.

Large Black Hats Worn with Gowns of Gauze or Chiffon

White Crepe, Mousseline, Crepe de Chine, Charmeuse and Marquisette Favored in Paris — White and Black Stripes Prominent and White Serges Striped With Blue

Staff Correspondence

Paris, France, Oct. 14.

THE last week of the season saw Trouville packed from end to end; the shops were crowded and it was a difficult matter to pass down the narrow streets. In the evenings the Casino was crowded with fashionable people, and the millinery and gowns were very handsome.

Large black hats covered with straight pile velvet, loaded with plumes or aigrettes, or very simply trimmed with dull metal laces were worn with the lovely evening gowns.

Gown of rose crepe de soie and black chiffon, embroidered in gold, pearl and jet beads. The underskirt is mounted in pleats and has a square train. The over-dress is of the bead-embroidered chiffon and the drapery of the corsage and the sleeves is formed of gold filet net and pearl embroidery. Hat of rose satin, veiled with black chiffon, bands of skunk and uncurled feathers in rose and black.

The black velvet hat is in as high favor as ever, and the reason is not far to seek, for the contrast it gives to the glittering gowns is the artistic touch needed to complete the picture. This also is the reason why Parisian modistes are reviving the use of straight pile velvets, as their duller, richer finish renders the contrast more striking.

Evening gowns are indescribably lovely in their rich, changing tints. Draped tunics of beaded net or chiffon have wide bands of beaded embroideries, and are edged and trimmed with glittering bead fringes. Dull gold and steel beads are much used, and many full tunics have bands of metal or metal embroidered lace at the foot. These rich tunics are shown over gowns of satin or of gold tissue. All gowns show the Empire waist-line and have round-draped ceintures of ribbon or gauze with immense bows placed in the middle of the back. Black sequin robes are making their appearance, and also many black velvet gowns. Paul Poiret is making the latter in a sort of simulated bolero that introduces a new fashion note.

Gown of black chiffon velvet. The plain trailing skirt is set onto the waist, with small pleats under a cienture of the velvet. The guimpe is of black chantilly lace over gold net, with embroidered motifs done in brass, gold, jet and pale blue beads, and the elbow sleeves are finished to match this embroidery. Hat of black velvet, massed with ospreys and black and white breast feathers.

Some Handsome Gowns.

In the gaming salon, the gowns were gorgeous. A toilette worn by one richly dressed woman was of rose satin, veiled with mousseline and embroidered with

No. 2 — Black satin turban, with trimmings of lace and sable fur. For details of construction see page 16.

beads. Another member of the same group of women wore violet chiffon over a transparency of deep wine-colored satin, fringed with violet and mauve crystal beads. Another lovely gown was of steel beaded tulle over cloth of silver.

One of the most beautiful gowns in the room was of rose gold lame encrusted with dull gold and steel lace. The slightly shortened waist was trimmed with bands of Venise lace, laid over Nattier blue satin, and the arms and shoulders were veiled with transparent gold tulle. This thin, delicate effect, showing the entire shoulders and the top of the arms, was the most general idea for the decollete gown.

Tulle embroidered in wool formed a novel trimming for some of the new gowns. One of the dresses trimmed in this manner was of grey tulle embroided in wool over grey satin. This tunic was formed into a kind of a wide sash behind and was bordered with violet velvet.

Masses of Intricate Handwork.

The day for the big race—the Grand Prix de Trouville, was set for a week later than usual. The weather was all that could be desired and the display of gowns and millinery was wonderfully gorgeous.

The majority of the woman present wore lingerie gowns, but the term lingerie certainly fits in poorly with their magnificence. They are masses of intricate handwork, combined with elaborate embroideries and real lace put together with hand-beadings and masses of fine hand-run tucks, and velvet, satin taffeta, brocades and fur are used to trim them.

Closely allied to the lingerie gowns were the dresses of white mousseline, crepe, crepe de chine, charmeuse, or white marquisette. These gowns were mounted over a soft taffeta or satin foundation. Bands of Alencon, Milan, or Venise, joined with tucked bands of the fabric, were built up into straight round skirts. And often the foundation was of color, pale pink, and pale green, being in high favor. White crepe dresses are trimmed with deep bands of black velvet, and luxury and richness are added to the costume by the addition of ermine fur. An exquisite model of this kind was worn by one of the actresses of the Comedie Francaise. It was of white crepe over white satin, and the long tunic of crepe was flounced with Milan lace put on with narrow bands of ermine. Another dress seen of white mousselline had shoulder butteles of ermine.

Two Fabrics Combined in One Gown.

The combination of two fabrics in one gown was a marked feature. This style idea covers a wide range, and is just as fashionable in serge and cloth as it is in satin or silk. Striped fabrics are used to trim plain, and where the chief part of the gown is of plain fabric the collar facing and often the band on the skirt will be of striped fabric. Many white serge suits and one-piece tailored dresses were worn. White serges showed narrow line stripes of blue, or stripes made up of a number of narrow lines of black, or color.

A tailored dress of white serge worn by Baroness Rothschild, was princesse in effect, with a kind of cut-away coat of blue satin. The skirt had a deep hem of blue satin, and the coat had a deep rounded collar of the striped serge. A smart tailored suit of white serge, striped with narrow lines of blue, had a plain tailored hip length box coat, with an immense cape collar, notched in front to form revers of blue faille silk. The cuffs were of the same silk, and a deep hem of the silk finished with a blue silk fringe trimmed the straight, narrow skirt. A pretty black and white striped crepe de chine gown had four volants of dark blue satin trimming, the skirt and sleeve caps, sailor collar and belt of the same.

New Shapes and Trimmings.

Debenham & Co., London, state with reference to the new shapes, color schemes and trimmings :

"The most usual shape has a flat broad crown. The wide brim has a slightly downward tendency, and is often irregular in shape. Velvet hats and toques are everywhere and at present far outnumber the beavers and felts. Later, a run of velour and fur hats is to be expected. Mixed colors rule in the millinery. The most favored combination is black and white, or better still, corbeau and white. Such hats are usually made of velvet, satin, or bright smooth cloth, with white predominating. A quantity of dull gold, silver and steel, laces are used. The season opened badly for flowers, but the later models show them. Roses are shown in imitation suede, or sombew-colored satin ; rose-buds of silk interspersed with tinsel petals ; white rose piquets made of cloth, with leaves to match ; berries and leaves in dark colored velvet ; rose foliage of satin—these are some of the novelties. White flowers of all varieties in cloth or velvet are freely given, also wreaths of small mixed flowers in quaint Eastern designs."

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Every-day Difficulties in the Retail Millinery Trade

Need for Candor on the Part of Those Looking for Employment — Opportunities are Not Wanting — Dealing With Hard Customers — Cheery and Courteous Greeting Always Appreciated — Credits and Rebates.

"The girls who apply to me for positions in my workroom do not value truth." This statement is made by an experienced woman, the head of the hat department in a large and high-class store. "Girls come to me," she complained, "with a year or two of general experience in wholesales and ask for positions as improvers. They represent their experience as much longer than it has been, and have no scruples about attempting work which they may never have touched before. The results are evil both for themselves and their employers. If you are writing on the difficulties of the milliner, you cannot say too much about the need for candor on the part of the employed, and the present deplorable lack of it. I am not exaggerating when I say that a milliner's apprentice frequently knows more about the business than young women who seek positions as finishers."

Upon investigation it was found that nearly all forewomen and department heads had the same tale to tell; so much so, that one had been advised to start a school in which to train the employed. She did not do so because the pupils would come to learn who had no intention of staying, and thus waste her time. It was found that the girls coming in received from five dollars up. Experienced hands who had been in the business ten years or more, and who had talent as well, frequently made twenty-five dollars a week, but a lady who had both country and city experience and was one of the first in her line thought that a girl rarely reached this position without a high school or a technical education. She held that a certain amount of general culture was essential in one who aimed to command the price of an artist.

One Solution of the Help Problem.

The situation may be summed up thus: A girl with common school education can go to business college and shortly command a salary of from seven dollars up, granted a fair ability. If she be a collegiate graduate she may soon receive ten or fifteen. These figures apply to the city, but owing to cheaper living, the smaller wage paid in outlying places goes just as far. Now, a girl entering the millinery trade with the same advantages as above must serve a long apprenticeship before she can earn seven or ten dollars as the case may be. So it is that ambitious, able people go into business and millinery receives the incompetent. Moreover, women rarely care to look far ahead for prizes in business life because they do not expect "to be working forever." Hence it is the occasional woman with a real love for the work who can command a good salary after considerable experience.

The only solution that suggests itself is that useful trades should be taught in the schools, and take the place of such subjects as Euclid and Algebra. Milliners or employers who are on school boards would do well to consider this proposition.

"There are two sorts of hard customers," said a woman who has twenty-five clerks under her. "One is the sort that intends to be, and the other is hard without knowing it. One example gives a specimen of the manner of the former. A lady whom I knew personally asked me to choose and send up to her certain goods. I forgot to do so, and a friend came for them. While I was standing discussing the goods with this lady, another came up and after waiting but a few minutes demanded of me in most sarcastic tones: 'Do you think you could possibly get anyone to wait on me?' The words seem harmless, but not so the manner. I was tempted to retort, but I only said 'Certainly madam, if you will wait till I am finished. I am busy just now.'

"A specimen of the other kind is the woman who must and will have a certain clerk whom she knows to wait on her. She means well enough, but practically puts off the responsibility of her choice on the saleswoman. At the same time she is by no means easily satisfied. Rather than be served by a stranger, she will come another day. Especially are her demands trying when it is the forewoman whom she favors. Speaking in this connection, one said: 'I have at least twenty subordinates whom I can trust to serve just as well as myself, and I simply excuse myself and pass them on.' This store did a great volume of trade, and carried all grades of hats, so the forewoman was comparatively free, but the smaller shop depends more for its custom on the personnel of its staff.

"In one department store the same customers have been coming year after year till the clerks know them by name. The head makes a point of suiting individual styles, of toning down irregular features by soft lines, and of selling a hat which is not reproduced in the shop. This store has a wealthy clientele, and it makes up in class for any want of volume in its sales.

"A cheery greeting is the easiest and most courteous way of putting yourself on a sure footing with a possible customer," said an experienced saleswoman. "Don't try to sell a woman a hat which is too expensive for her. She will not come again. Offer to have the shape and style imitated, if not exactly reproduced, in cheaper material. Thus you make a permanent and well-pleased customer."

"Do not put a hat entirely too expensive for her purse upon a customer's head. It only disheartens her at the start. On the other hand, beware of under-estimating the resources of a plainly-dressed customer. Such are often the best patrons. Frequently a wealthy woman will buy an inexpensive hat because it is pretty and may be used on every day occasions, so that there is no hard and fast line to be drawn on a money basis."

A department store would usually rather sell five five-dollar hats than one twenty-five dollar one, the reason being that it yields more profit and secures more custom.

The Question of Credit and Rebates.

The study of personality and individual style is the artistry of millinery. The clerk who sets a thing on a woman's head which makes her look hideous, has completely lost her opportunity. One and all, the successful milliners say, "Study style, and use originality."

"A woman came in to me the other day with her three daughters. She is an old customer, one who has to use discretion in buying. When hats were chosen for all three, the price came to a little more than she felt able to pay, so I allowed her a rebate, my motive being

to keep the custom on which considerable profit accrues in a year's time, owing to the size of the family."

This method is excellent in dealing with known people, but nothing creates more difficulty in a large store than having more than one price for anything. All hats should be plainly marked, and sold accordingly, says experience.

One class of woman is the "bete noir" of the milliner. She buys a hat, takes it home, wears it to some function or other, and brings it back. The milliner must reface it, perhaps clean it, and usually eventually mark it down. This has given rise to the signs in departments bearing the notice that the hats are not exchanged owing to their being liable to be "injured in packing." Small establishments cannot well post notices, but they can and do refuse to exchange hats.

One of the most difficult cases regarding credit is when several hats are ordered at once, or a hat ordered in an establishment which does tailoring along with suits and dresses.

The merchant has simply to wait till the last article has been delivered in order to present his bill, and this sometimes means weeks and months during which he is kept out of his greatest asset, ready cash. All agree that this is the case far more frequently with the rich than any other class. At the same time, no merhant wants to disgust a rich patron by repeatedly presenting what seem petty bills.

Happily the old days are past when the country milliner was paid in produce by the farmer—produce which she had to engage to send to Toronto or Montreal to be sold in the market for what it would fetch. Verily, that was a day of small things.

Why Some Women Fail in the Buying End.

A merchant of thirty years' experience in ladies' tailoring and millinery, both here and in England, remarked that almost every time a woman failed in business, it was because of a want of appreciation of values in buying.

"There is no doubt that they excel us men in ability to choose the right hat for a woman, trim it and sell it to her. You rarely find a woman long in the business who fails at this; and yet they make frequent failures. The reason is simply that they don't buy well. A stock well bought is half sold. The day you buy, that day you practically sell. Now women will buy a thing because a salesman convinces them that they cannot get along without it, regardless of its intrinsic value, or of its actual marketability. Here, for instance, is a hand-made Austrian embroidery on cashmere net. The salesman tells you it is worth five dollars a yard. He shows you the reverse side where the thread-ends are visible. Plainly it is genuine, and very handsome. You cannot get along without it, so you buy at least one piece. As a matter of fact, it is only worth $2.50 this season for various reasons—say, that Persian embroideries are eclipsing all others, or the colors are not the latest, while Austrian hand-made goods in that style are only sold at such prices when a special vogue has inflated values. In reality the woman buyer might have had her embroidery at $2.50 if she had only realized the system of comparative values, which doubles the price of a cheap thing simply because it is novel and people want it.

Again, in taking stock, women often fail to see that a hat which has remained six months in stock has depreciated in value by a considerable percentage. Thus they check up gains when in reality they are suffering losses which, if kept up, will end in the bankruptcy court."

The Milliner who Keeps Hair Goods

A tremendous advantage rests with the milliner who keeps hair goods, if she only understands how to manipulate her customer. A woman who has not sufficient hair to make the new, full coiffure, and few have, becomes a profitable customer in both departments, and, having once seen the effect on her head of the new braid, strand or curl combination, with a stylish hat becomingly placed on top, will not be willing to leave the shop without investing in the goods which work such a complete transformation.

Milliners who have not this advanrage must do the best they can with old-fashioned coiffures, and here it is that special bandeaux and raising devices will have to be used this season. Nevertheless, the milliner should if possible persuade her regular customers to have their hair dressed in one of the new ways when choosing a hat.

Many persons have been unable to "see anything" in the shepherdess poke because they posed it on a wax without discrimination, and finished with an untidy knot figure whose blondined locks were all awry, fuzzed out without discrimination and finished with an untidy knot on top. As a matter of fact, the fullest possible effect at the back should be used under this scoop-like hat. Puffs, curls and dependent ringlets are absolutely essential.

One hears people saying that turbans are dead as style. Now the turban effect is certainly dead; that smooth expanse, surrounded with braids or what-not was never very good taste. But turbans are used as padding and as a mount for the curls, which sell better than ever, and so it is that they are still selling, though said to be dead. So long as full, back effects are desired they will continue to sell. Built on turbans with a hole in the middle are almost all these recent coiffures, though the parted hair effect will probably create a small diversion.

This season should see a record trade done in hair goods, and the milliner who keeps them is in a very desirable position. It is not one style of hat that demands the new coffures, but every style. Otherwise, not a single fashionable model, but would be down about its wearer's ears. You simply cannot fit such hats satisfactorily on the head of a woman with a wisp of thin hair done in a brief knot on the top of her head. Nor is it desirable that you should do so. Business makes business, and when she sees how marked is the improvement in her appearance with a coiffure filled out by art, she will be encouraged to buy an expensive hat to go with it—such a hat as she would at first have considered too dressy.

If hair goods are not feasible, keep a few cuts of good coiffures, showing how they should be combined with new modes in millinery. Show these to your customers and inform yourself of where they may be had at reasonable rates, as near-by as possible. Otherwise, some of your customers may leave in despair, or order old-fashioned hats which are a poor advertisement for your house.

Of course, the prudent milliner knows that she can only mildly suggest, not dictate, and nothing else is advocated. Women are not slow to see for themselves, when the thing is plainly shown them.

Above all, the milliner's own coiffure should be above reproach, so that she can point a moral with proper effect.

Flowers Have Returned to Favor for Mid-winter Selling

Free Use of Flowers — Gold and Silver Strong as Ever and Particularly Good With Fur --- Mushroom Brim Prevails in Hats Large and Small --- Boat-shaped Turbans; Charlottes, Georgettes and Crownless Shapes in Hats

What the Milliner Should Buy.

Velour goods.

All velvets are good.

Magpie in everything.

New crownless shapes.

Metallic cloth and braids.

Satins in black and colors.

Gold, silver and steel laces.

Marabout for trimmings and sets.

Crepe and chiffon for veiling fabrics.

Tapestry bandings and silk brocades.

Ermine for favorite lovers' knot trim.

Fuchsia red and flame-color as a fancy.

Broadcloths and ratines in Pastel shades.

Wine reds to a bois-sacre are good shades.

Rosebuds of silk interspersed with tinsel petals.

Made roses, kid, brassy gold and antique silver fabric.

Silks brocaded in metals and in self effects with dainty coloring.

Fur bands and whole skins in skunk, seal, fox, mink and opossum.

Corbeau blues, Bleriot and King's blue, particularly in panne and velvets.

Leaves in dark-colored velvet, rose foliage of satin, white flowers in all varieties in cloth or velvet. Wreaths of small mixed flowers in metallic cloths and eastern designs.

FLOWERS are strong for the late Autumn opening and early Winter selling. They do not come in great variety, however, and roses are the leaders, and have the field practically to themselves. The new flower is the made flower of fabric, ribbon, gold and silver. The centre of these is sometimes formed of an ordinary cotton or silk rose, but the touch of handicraft is the keynote of the fashion. Silver tissue is folded with a bright pink petal inside, and drawn in to make the outside leaves of a French bud. The color combination may be pictured.

Again, leaves are made of narrow antique silver braid with tarnished, greenish tones in it. The braid is folded double and sewed down the middle, the end of the leaf pointed with perhaps silver over-stitch to indicate veining. Stems are round, of silk floss or made of ribbon wired.

Sparing Use of Made Flowers.

These hand-made roses are not at all lavishly used. A single spray, consisting of two buds, one flower and leaves, is considered plenty when placed on the edge of the wide brim of a beaver, or against the hair underneath. Frequently such a hat has no other trimming.

On toques the made flower usually constitutes the finishing touch of a heavily embroidered or tapestry bandeau, though the toques show, if anything, fewer flowers than the wide hats. The latter will be seen in crownless effect, made of silver lace or net, or of brassy gold, with a single flower mount. The reason of this deceptive simplicity is that the made hat, with the single exception of the beaver, and for the high-class trade, the velour, is the hat of the day, and fabrics are so varied, so highly ornamental and wrought, that no other fancy is needed.

The most lavish use of made flowers that was seen was on a large picture shape with over-brim of velvet, the flowers lying in wreath effect all round the white satin outer brim. The hat, flowers and all, was richly veiled with black chantilly lace. The leaves, blossoms and stems of these flowers were all of silk ribbon in Pastel colorings.

Leather roses in white, pale blue and bisque were applied in single sprays without exception; so also were the gold and silver roses. Single Gardenias on fur hats are seen.

Massing Floral Effect Again in Use.

Chrysanthemums are very pretty and seasonable just now.. Peculiarly effective are they when massed against the crown and mixed with bands of sable. These flowers come in purples, white, yellow, dull reds, wine and all pale shades.

Large morning-glories of velvet were strongly featured by one firm, and these appear almost everywhere.

Worn at the Toronto Hunt Club gymkanna, showing the vogue of velvet and fur. The right hand model shows the new straight narrow skirt.

No. 3—New cap model of simple design in soft prunce shades.
For details of construction see page 16.

They are usually distributed about the crown rather than massed together.

Toques, Caps, Turbans and Large Shapes.

Never was there so much variety in shape as this Fall. Almost every sort of hat is represented, from the floppy, half-shepherdess of Romney fame, down through the mob-cap shapes worn by our grandmothers, the fur-cap, the military fez, the regulation high turban, and the modern Georgette sailor and crownless hat.

White glace kid rose. Shown by the John C. Green Company, Limited, Toronto.

Brims tend toward the straight mushroom shape, those of the turbans turning almost straight down, and those of the wide hats showing a slight droop.

Toques and turbans show the greatest possible variety. Good sellers are the big draped crowns, high and full, with small turn-down brim, but newer than these are the cap effects. A boat-shape cap is a large model, deeper from back to front than from side to side and over a foot high. This demands a very full coiffure as it has no "inside" whatever. Such hats are worn very low on the forehead, and show best on women of medium height and build.

Fur is a favorite medium of the above and also of the smaller caps in Renaissence designs. The latter consist of bands more or less deep with crowns sewed in plain or dented like a Fedora crown. Very stunning was a cap of this order which ran a little more toward the mob order and was flatter and smaller than most. It was made of tapestry, and was really exactly like the crown of a hat in shape. A single rose gave the finishing touch. The crownless hat is an obvious result of the desire to display the year's peculiarly handsome fabrics at their best. It is seen everywhere. When used, crowns are low and flat on large hats.

Fashion Veering to Large Shapes.

Milliners have done a big business on the small cap-like models, and while they are still good, fashion is veering to large, flat shapes with low, rounded crowns and straight drooping brims. These hats are covered with self-tone, handsome brocades, veiled with antique silver and brassy gold laces, or soft, satiny crepes, and have flanges of satin or velvet and facings of the same.

New Ways of Combining Flowers with Fur.

This veiling is used in quite a new manner. It is put over the crown and finishes under the trimming laid on the brim, just above the flange, giving a straight instead of a curving or mushroom, drooping line from the crown to the edge of the brim. Ruchings of tulle with narrow bands of skunk, sable or opossum, are frequently used. At stated intervals, tucked daintily into the fur or net ruche, are placed tight little bunches of made roses of satin ribbon and silver or gold-tissue or braid.

Seal is being strongly taken up and this fur is being used for hat crowns in the same manner as the veiling fabrics,—that is put over the crown and finishing under the trimming band above the flange. A lovely hat seen in one of the exclusive stores had the crown of seal, which, by the way, is often musk-rat, and the flange of the new silver cloth, gris d'argent. There was a ruche of black tulle above the flange, with four small clusters of made roses set into it. These flowers were in dull silver with touches of Beauvais blue and shell-pink in their centres. The facing was of grey satin exactly matching the silver cloth.

Paris and New York Colors.

In Paris and in New York, black and white combinations are the leading feature of the season. While good here, they have by no means attained the vogue in this market that they are having in Paris, and in the States. Whether they will do so until the Spring season is a question, and the fact that black materials are decidedly scarce will also have some influence in deciding this question.

Though black is still the leader, color is beginning to play a more important part. Vivid shades are coming

Worn at the Toronto Hunt Club gymkanna. One costume is of black velvet. with pencil stripe of white and the others are tailored suits of white serge—Note the hats worn.

No. 4 Dark green beaver turban, with tapestry band and beaver trimming. For details of construction] see page 16.

to the front, and pale clear tones of pink, blue and amber are decidedly good. All these colors are being combined with black, but instead of black being the body color it is now the trimming color. This was very noticeably brought out at the late autumn openings in Toronto. For example a smart, new sailor shape was of

Rose of Paisley-printed gold tissue. Shown by the John C. Green Co., Limited, Toronto.

the new fuchsia red—a color more nearly allied to American beauty shade than the flame reds. The hat was plainly covered with satin in this color braided in all-over pattern with narrow, black silk soutache. The upturned flange and the plain facing was of black velvet, and there was a band of black velvet and a flat bow of the same at the side. Another smart model was a Georgette shape covered with shell pink velvet, and with the flange of black velvet and a lovely osprey mount in black at the side.

The Willowed Plume is the Leader.

Broadcloth and ratine in white and pastel colors are used to cover dressy models, and invariably hats of this class are trimmed with black velvet or satin. For dress hats nothing takes the place of the handsome willowed plume. Not only are the plumes exaggerated as to length, but the flues are knotted three and four times until they form a fringe that almost covers the hat with a rich shower. Ostrich bandeaux is being used on many New York models. This trimming is used exactly in the same manner as bands of fur. In osprey mounts the pin-wheel effect has the preference.

The Coiffure and the Hat.

Nothing is more discouraging to the customer than the effect upon her own head of a hat to which her hair has not been dressed. If the style of coiffure which she is wearing is a cast-iron habit with her, the milliner must just find a hat which can be worn with it. Simple rules, most helpful when rightly understood, are too often neglected.

For instance, a turned-up nose should never be under a turned-up brim. The result is a general "flare-up." Similarly the aquiline nose should not be associated with the mushroom brim.

Again, if a faulty coiffure, as is so often the case, exaggerates a want of eyebrows, it is better not to double the difficulty by placing on the head a hat which comes down low on the forehead.

Hemmed and Edged Veils.

A substitute for the lace veil, and worn in the same way, is the veil of fine mesh or ordinary weave with hem of self, or fancy hem. The latter is made by applying narrow velvet ribbon around the edge, or by adding lace edging or banding. The delicate, silk lace, in color to match the veil exactly, when finishing a fine mesh veil gives the appearance of the regular lace veil, while decidedly less perishable.

Not only is silk lace used, but very fine white Val. edging is worn on the white veils, and black Val. or torchon on the black. The veil is arranged to fall loosely about the face, instead of being drawn in tight at the nape of the neck. It requires more material than the straight veil, and hangs down from the single fastening on the brim of the hat so as to at least reach the shoulders.

The new wine and fuchsia reds are said to prove most becoming of all veils, and a run on them is expected shortly. Navy blue is another very becoming veil color and has been much seen in New York.

Showing milliner's bow of seven loops, heavy lines indicating the wires. From the Smith-Runciman Co., Ltd., Toronto.

Getting at the Reason Why in Extracts from Millinery Advts.

No Statement Should be Made That Does not Have Practical Application of Interest to the Reader — Easy to Obscure the News of an Advt. by Mass of Generalities — How One Word Will Attract Certain Classes

A MILLINER has written The Review asking for a series of extracts from millinery advertisements in the daily papers accompanied by reasons why the extracts were considered "good" advertising.

Many of the advts. running in the papers to-day contain a great amount of good descriptive matter, and also much that is of a merely general character which the advertiser evidently considered necessary by way of introduction or filler, or self-directed blarney. To analyze this and say what part impresses the people and what part does not would mean that the latter side of the proposition would demand almost exclusive attention.

The advertisement which has a purpose in view and which gives itself an identity by having application to some occasion or feature in merchandising must always be practical in character, and deal explicitly with the goods or the circumstance. When the Ritchie Co., Belleville, stated in their advt., "We are showing new styles in the fashionable draped turbans and close-fitting toques as well as the large dress hats of velvet or beaver," they selected a nail with a good broad head, but by placing it in the midst of a lot of general matter about "exclusiveness," "newest styles," they failed to hit the head. The statement was the news of that particular advt. and should have been placed in some distinctive form. The type from beginning to end, however, was the same, and presented a rather heavy appearance.

* * *

In the following paragraph Finch Bros., Hamilton, said enough about Paris, and said it very well, by way of introduction to a special line of Paris hats: "We know Paris to be the very centre of the world of fashion, know her creative powers in original millinery styles and consequently we are adapting daily what has been evolved, introduced and pronounced correct." A great mistake which milliners sometimes make is to say much about Paris and little about the selling features of their hats. The wearers of millinery know what Paris is, and a very short, well-turned paragraph such as the above is sufficient to tack to a display which bears the Paris stamp.

* * *

The Murray-Kay Co., Toronto, have the right idea about Paris and New York in the following extract from a recent advt.: "News of over a hundred new pattern hats just to hand from Paris and New York. The period of hesitancy and doubt as to what will be worn is past. What is the fashion is now the point of interest. Every hat in these new shipments bears unmistakably the stamp of high approval."

* * *

Good practical matter applied to a special feature was used recently by F. W. Daniel & Co., St. John, N.B., as follows: "Week-end specials in trimmed hats. These are not reduced goods, but up-to-the-minute designs in close-fitting turbans, mushrooms and large dress hats, made up specially to sell at popular prices." Following this statement is a number of descriptions. The advt. does not state that Daniel & Co. have a monopoly of "exclusiveness," nor does it indicate that the ad. writer went into a trance in getting up some wonderful word picture about the display. It makes a practical summary, states the range of prices and leaves it with the people to do the rest.

* * *

Redfern's, Limited, Toronto, have in the following extract corrected a common fault in millinery advertising, that of directing attention to some particular line, but at the same time including a lot of matter about other lines, which can only help to direct attention away from the line which the milliner wants to make. Redfern's say: "While we are showing many exclusive pat tern hats in the larger order for dress occasion, you attention is directed Monday to the assortment of hat and turbans of the medium and small shapes, designe especially for street and shopping."

* * *

Chas. W. Mills, Vancouver, B.C., introduces special line of trimmed fall hats, in the following practical language: "Beautiful hats in swell fall styles, large, medium and small models with large rolling brims and smartly trimmed with wings, flowers, velvet swipes, ribbons or feather novelties." The only word that jars in the paragraph is "swell" which is hardly the word to apply to dainty millinery by way of description.

* * *

The G. W. Robinson Co., Hamilton, evidently aim a shaft at a certain class of trade when they describe a line of silk velvet hats as "decidedly new, latest American fads, made of rich Panne silk velvet and satin, in neat draped folds of self-trimmed, with bands of Persian silk and gold braids and large feather. Colors are sage, cadet, navy, brown, black, etc." It will be pretty generally agreed that the use of a single word immediately determines the class of trade which one particular item is intended to reach. Thus the word "fads" in the above extract will immediately appeal to people who patronize faddish things, and will have little significance to those who prefer dignity with style. Probably the writer of the paragraph did not use the best judgment in selecting the word for the place.

To go with the latest coiffures, the back comb is most in demand. A brilliant array is seen, mostly in rhinestone mounts, but including laid and embossed gold and other metals. The illustration shows a fine specimen of clear, soft-tortoise shell with a floral design about three-quarters of an inch deep. The leaves of this delicate tracery are of silver-mounted rhinestones with a stemming of gold. Every one of the tiny leaves is laid on separately by hand. Another comb has a single row of rhinestones along the top with dependent lattice design. These combs are reproduced more or less at all prices.

Floral designs are high style. Gold leaf formed a handsome mounting when relieved by tiny colored jewels and tracery. As usual, rhinestones in double and triple rows are seen in plenty.

CONDENSED ADVERTISEMENTS

MISCELLANEOUS.

A BOON TO EVERY MILLINER. A perfectly reliable fountain pen is to be found in the Beaunel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa.

COUNTER CHECK BOOKS -Especially made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 113 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

ERRORS AVOIDED, LABOR SAVED — Using the Shouperior Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd Delivery Ticket; 3rd, Charge Sheet, perforated for filing. No handling of carbons. High grade printing and next invoices. Make full inquiry. Autographic Register Co., 191-193-195 Dorchester St. East, Montreal. (tf)

EVERY Retail Merchant should write for a copy of our finely illustrated catalogue of rebuilt typewriters It shows the best typewriter bargains ever offered in Canada. Moreover it contains facts on retail advertising intensely interesting to retail merchants. It is free. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto; also Montreal, Hamilton, London, Ottawa.

FIRE INSURANCE. Insure in the Hartford. Agencies everywhere in Canada.

GET THE BUSINESS; INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25 p.c. to 75 p.c. of your printing bill. Multigraph your office forms, letterheads, circular letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

KEEP ACCOUNTS without book-keeping. A century ago accounting meant keeping books. To-day you can keep accounts cheaper, better, quicker and more accurately by throwing away all books and installing a McCaskey Account Register. Don't be skeptical investigation costs nothing. Write us to-day. Dominion Register Co., Ltd., 100 Spadina Ave., Toronto. (tf)

MILLINERS everywhere find it most convenient and economical to remit money by Dominion Express Money Orders or Foreign Drafts. Absolutely safe—payable anywhere—no loss or delay lowest rates Always remit by Dominion Express Money Orders. Agents all over Canada. Agencies in all Canadian Pacific Railway Stations.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, give better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St West, Toronto. (tf)

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Limited, Toronto. (tf)

LACE CURTAINS AND NETS.—See the latest novelties and makes. Special make of Fish Net Curtains. Be wise, see the smartest range in the trade. Call or write. Representative: E. Fenton, 713 Empire Buildings, Toronto. Note address: Philip Peach, Curtain Maker, 2 Low Pavement, Nottingham, Eng.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

THE METAL REQUIRED IN A MODERN CONCRETE BUILDING. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock; quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

THE MONEY you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Wri erpress Company, Ltd., 33 John St, Hamilton, Ont.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

WITH an eye to stock taking but two months away, we offer some especially attractive bargains in rebuilt typewriters. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. THE MONARCH TYPEWRITER CO., Ltd., 98 King St. West, Toronto.

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. West, Toronto. (tf)

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The Canadian Millinery Review

December, 1910

MacLean Publishing Company, Limited
Montreal Winnipeg Vancouver New York London, England
Publication Office, 143-149 University Ave., Toronto

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The

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The Only Canadian Millinery Paper

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DECEMBER, 1910

Business in Spring Staple Lines.

Almost all the wholesale houses have travelers out with Spring goods. But, so far, conservative orders are being placed, and for strictly staple lines where it is almost impossible to go wrong. The talk of small hats dominating is again heard, but it will likely turn out that both the small and the large hat will be wanted when the season is fully opened up. Considerable interest is being taken in braids chiefly in bird's nest, hemp, pyroxaline and satins in a less extended color list than last year. Pressed shapes shown now, reproduce the selling successes of the past Fall.

As to colors, the French syndicate cards are not out yet and only the very staple colors are being taken. Flowers are freely talked about and roses in fine and medium sizes are selling in rose, pink, yellow, new blue, and vieux-rose.

Cleaning Out the Stock.

WITH the end of the season now well in sight the chief anxiety of both the wholesale and retail houses is to get clear of the remaining stock on as favorable terms as possible. Profits have been made long ago, and the only question now to be decided is, how far the business of clearing out is going to cut into that profit, for on the answer to this question depends the success of the season.

From this point of view, the present Fall season does not seem to be entirely satisfactory. Though a big business has been done, and there has been a more general demand for high grade goods, the call has been for a few lines and while these goods were difficult to keep in stock,

ALMOST all the wholesale houses have travelers out with Spring goods. But, so far, conservative orders are being placed, and for strictly staple lines where it is al-

Another factor is the little trimming used on hats this season. Just one expensive plume or a drape and bow of velvet, or a tinsel band, a band of fur or a flower seems to be the approved idea for the hat. It is true that these trimmings are rich, but a very small quantity is used on each hat. As a matter of fact, the retail trade seems to be coming out of the present season in better shape than the wholesale houses. Many disastrous experiences in the past have taught the retail milliner to go slow, and the fact that the wholesale houses are giving so much encouragement to letter order business has helped the retail milliner to guard against loss this season.

A RECORD of customers is a matter of prime importance. An instance of this will suffice. A customer of very plain appearance enters with her "not-out" daughter, also, and properly, very simply attired. The inexperienced clerk sells them a hat at just ten dollars less than they are accustomed to pay, and instead of being pleased they go out wondering if the establishment is deteriorating. One of the new card indexes kept in drawers is suggested to remedy this state of things. Each customer's name and address is written plainly, with information as to her or her husband's rating, the cost of her last hat, and names of other members of the family. The index is kept so that the clerk may have easy access to it at any time without appearing to do so.

London's Latest Ideas in Tailored Hats and Millinery

Feather Toques are Very Fasionable at Present — Hats of Suede Taking the Place of Tweed for Country Wear — Black Satin and Velvet Lead in Draped Toques — Black, Brown, Blue, Green and Purple are Good in Velvets.

Staff Correspondence

Office Canadian Millinery Review,
88 Fleet Street, E. C.,
London, Eng., November 1.

THE world looks to London for the latest ideas in tailored hats, and for hats for sporting wear. Very fashionable at present are feather toques, The two models illustrated are from Harrod's. One is of guinea-fowl feathers outlined with natural pheasant, while the other is a charming model of royal blue feathers with the under-brim facing and quill effect of black hackle. Many feather models have the turned-up brim faced with black velvet or satin, and there is an ornament in dull gold or antique silver or steel passementerie placed at the side. Hops, acorns or balls, hanging loose, are in great favor for this effect.

For country wear hats of suede are taking the place of those made of tweed. The soft crowns are often in sections and the wide brim is formed and decorated with rows of stitching and there is a stitched band of the leather finished with a flat bow of suede at the side and this as a rule forms the only trimming. Mole, saxe, tan, prunelle and moss are the leading shades, but most milliners take orders for special colors.

Demand for Draped Toques.

There is a wonderful demand for draped toques. Black satin and velvet lead, but these toques are developed in broadcloth, cashmere and other textiles. A very favored shape consists merely of a long strip of the fabric draped into the requisite folds finished with a large bow without ends at the side or back. Many of these toques are draped out at the left side, and trimmed

Charming hat of blue feathers, with brim and quill mount at side of black hackle feather.

with a ribbon cockade, or a fancy feather effect, or passementerie ornament.

Sporting hats are shown in moderate brimmed sailor models, low-crowned boat shapes, and in Alpine and Tudor cap models developed in tweed, silk, or velvet, and are trimmed with pheasant plumes, quills and fancy feathers.

Strong Position of Velvet.

Velvet certainly dominates the millinery world at the present moment and though the black velvet hat is the vogue, brown, blue, green and purple are all good colors. The unwired toques and turbans are the newest and most

Toque in guinea fowl, outlined with natural pheasant.

interesting feature in millinery, but there are also many large models shown. Take, for instance, a wide-brimmed model covered plainly with deep purple velvet, with draped crown of the same and with a lovely mount of three graceful lancer plumes in purple and black or a bowl-crowned, wide-brimmed silk beaver in the new green creme de menthe. The crown of this hat was wanded with skunk, the ends finishing at the side under two lovely white muslin roses with dull silver foliage. Another large cloche had the plainly-covered brim, which by the way, was faced with champagne satin, covered with brown velvet. The draped crown was molded into beret outline by a band of Irish guipure and the only trimming was a Louis bow of mink finished with three tails at the side.

Pressed turban shapes with large round crowns and narrow brims turned up slightly at the sides and back, have as trimming, galoons of steel and bows and quills of the same. High-crowned velvet toques have the fullness set in pleats that finish under a band brim of rich brocade and these hats have as trimming little bunches of pink satin and dull gold roses.

This is between seasons in the veiling department, and the big article at present is the motor veil. The latest novelty shows the plaid edge, but the heavy demand is for the shower-proof scarf. A good deal of business is being done in cheap motor lines, to retail around 75c.

Though plain black face-veiling is the seller, black and white combinations are featured in the new lines, and promise to be more and more seen.

Late Season's Trade is Featured By Many Good Novelties

Artificial Flowers Selling, and Metallic Effects Are Also Very Strong — Small Toques in Dressy Class — Tissues Printed in Oriental Colorings — Alpine Hats With Very Simple Trimming.

MILLINERS who do a good class of trade are still in receipt of special orders, chiefly for tea-hats and dressy models. Misses and the younger women are buying large beaver shapes both in white and black. Colored velvet drapes, bands of fur, and metallic and silk and velvet flowers are the favored trimmings for these hats. Wreaths of made flowers developed in satin ribbon and metallic braids and nets are most fashionable, but milliners complain that they cannot get women to pay the price for these lovely hand-made effects. The materials are expensive, and it takes both time and skill to make these flowers, but milliners find their customers will not make allowance for this.

This has brought about a compromise, and factory-made flowers are surrounded with made petals, and are branched and mounted with artificial foliage.

Flowers are extensively used. Just one large flower finishes the bands of fur now so fashionable on hats. Large single poppies are set around the crown, or a rose and foliage wreath is used. Made flowers are still most fashionable, and trails of fine roses and foliage are used to trim beaver hats.

Large silk and velvet roses, particularly in pink, corn-color and vieux rose, are in demand, and large velvet poppies in flame and national blue are good. There is a perfect rage for metallic effects, not, however, in bright shades of gold and silver, but in dead or brassy gold, in antique silver and steel. Mixtures of the three in the one spray is the latest idea, and houses having these metallic effects in stock are finding it difficult to keep a supply of the goods.

Velvet is still the fabric of the season, and possibly because black is so much in demand, colored velvet hats are more seen than earlier on. There are fewer all-black hats also, black velvet being combined with a metallic cloth, white or a color.

Large picture hats show straighter brims, and some of the later shapes show an inclination to roll up at the side, or at the front and back. They are covered plainly with gold, silver or steel tissue, and the underbrim is plainly faced with black velvet, or white satin is used for covering the shape veiled with gold or silver net or white lace. Large hats are also covered with amber, pale blue, or pink velvet, over which is stretched black Chantilly lace, the under-brim being faced with satin of the same shade as the velvet. Broadcloth and ratine are also used for covering hats.

Many toques, quite small, are seen, and made of metallic cloth, with a flower brim, and with an aigrette mount, or a cluster of ostrich at the side; these hats are quite in the dressy class.

Persians are still selling, the latest idea being gorgeous metallic tissues printed in Oriental coloring. The exclusive trade is showing some very tall and extremely small hats, and for street wear are showing Alpine models. These Alpine hats are all the rage in New York. They are made of velour or are of velvet made over soft unwired shapes. The trimmings used on these hats are simple in the extreme, having either a gold or silver ornament, or a fancy feather mount, or a ribbon cockade placed either at the side or back.

Cut Prices Before Demand Drops.

Now that the season is on the wane, milliners should not grow careless about the appearance of their stores, and about the arrangement of the goods in the windows and cases. These are just as important now as at the height of the season, for on the clearing out of the stock depends in a great measure its success. Every hat sold now helps to keep the balance on the right side of the ledger.

Hats should be carefully gone over, and where trimmings show signs of handling, the hat should be sent to the workroom, and they should be ripped off, steamed and pressed out and replaced.

Now that it is a case of selling at any price, there is no need of sacrificing expensive plumes and mounts. Therefore, they should be taken out, and if they are in condition, should be carefully boxed and laid away, or if they are faded or need recurling, they should be boxed and held over until the new season is sufficiently advanced for the milliner to determine what she will have done with them.

All stock should be gone over, and any fabric or trimming that will dye up or can be used another season should be put aside, and every effort should be made to get clear of the rest.

It is an excellent plan always to clear out all goods that have no value in the coming season, and milliners should take any price, however small, to clear out stock, for novelties of the season are, as a rule, absolutely worthless the next. It is also a mighty good advertisement to be able to point out that no goods are ever carried over, and the experience obtained in making a total clearing will serve as a splendid warning against rash buying another time.

If the milliner's trade permits it, special week-end sales are great helps to clearing out stock. A number of hats should be specially trimmed for the purpose, and the models in stock should be gone over, and those suitable should be selected and added to those specially trimmed. It should be borne in mind that all the hats should be bargains, and represent good value for the money, also the price at which they are offered should be a less one each week.

The departmental stores use the window, and also advertise the prices. With the ordinary milliner, the window is her sole medium for advertising her goods. Therefore, her display should be particularly well arranged, and a neat card should state the price, and also the fact that there is a generous selection at the same price on view inside.

Friday and Saturday are the best days in the week for the exclusive milliner, and, therefore, the hats should be in the window, and the announcements should be made on Tuesday or Wednesday.

Three striking examples of the mid-winter vogue.

Tones Clear and for Most Part Bright in Spring Color Card

Sure to be Reaction After the Black and White and Faded Shades — Cameo Brown is Very Strong at Present — Much Fur in Millinery Seen at New York Horse Show — Worsted Cap Latest Fad—The Ding-a-ling Hat.

Staff Correspondence

Office of The Canadian Millinery Review
160 Broadway
NewYork, Nov. 18.

THE attention of New York's social and sartorial world, at present, is focused on the Horse Show and the opening of the opera season. Not since the first years of the Horse Show has such a brilliant company assembled at all sessions.

For several seasons past, the fashionable colors have been subdued, but not so this season, judging from the arena boxes. To be sure, there is a great deal of black and white worn, but then nothing can be more striking than this combination. It must be admitted that there was more black and white than anything else. More black velvet gowns were worn with white furs, more black hats with snowy plumes, but very few all black, and very few all white hats or costumes.

Velvet and Fur; Satin and Fur.

Velvet was the material most in evidence. For suits, corduroy was used, but velvet and fur lead, with satin and fur following closely. It was not panne or mirror, or any of the novelty velvets that come and go, but the old-fashioned velvet of our grandmother's day, only lighter in weight. Black velvet leads, followed by cameo brown, dull blue, bright green and coral. Each year cerise, coral, geranium and shades of rose are noticed at the Horse Show to some extent, but this year they were so much in evidence as to deserve special emphasis. Black hats, covered with brilliant cerise ostrich, were almost as numerous as black and white effects, and a number of women wore entire costumes of this vivid color, trimmed with fur.

Trimming Slight, but Good.

It is, of course, no news that women in New York are wearing little trimming on their hats. The millinery worn during the Horse Show bore out these remarks, except in some instances where great quantities of ostrich were used, but even when the trimming affected was very slight, it was very good. Aigrettes were very much in evidence. A very stunning, large, black, hatter's plush hat with velvet facing, had a band of upright aigrettes, bright green in color, surrounding the crown.

There was not enough paradise noticed to mention but heron aigrettes in the cross and other varieties were used extensively and in all colors. This is true also of ostrich in black, white, colors and shaded effects. The very latest in ostrich is the tittique or spotted feather. It is a present day fad to wire plumes, poising them aloft at an exaggerated height where they are given a little twist which is quite foreign to them. While some willows, white especially, were worn, the French plumes prevailed.

Fur-trimmed Turbans.

As to shapes, during the afternoon sessions the exaggerated turbans, mostly draped prevailed and nine out of ten of these were fur-trimmed. During the evening while turbans still were worn, large hats, principally with drooping lines and in the pressed variety were favorites and these too were fur-trimmed. It is many winters since fur was as fashionable as it is at present.

Curious Color Combinations.

Chinchilla was much worn as was also red fox. Staple furs such as sealskin, lamb, fox and mink appear for the nonce to have given way to such fancy furs as raccoon, fitch, opossum and white fox. Curious combinations of color result from the vogue of these furs. For example, a huge turban of red fox had a draped crown of grey velvet, while chinchilla and other grey furs may be used with brown or the fashionable golden browns.

Skunk is another fur that is used extensively for trimming. Excepting for trimming, however, it is seldom used, but since fur is used in bands for trimming more than any other way, this does not argue against the popularity of skunk. Large and small hats alike are banded, rather than made entirely of fur. In some cases the crown is of fur as is also the edge of the brim. The hat may be of velvet, hatter's plush or lace, but while the shops are appearing pushing the semi-transparent hat, they are not numerous enough in any large essemblage of people to deserve recording. Not that lace was ignored, but it was used as a trimming rather than as a foundation.

Soft, Pliable Braids for Spring.

Those in quest of new ideas to be used in the manufacture of spring lines follow the general trend seen at the Horse Show. It is a trifle more difficult to do this, this year than formally since there is such a preponderance of fur and heavy materials. This may argue for heavy straws but since the collapsible hat is the hat of the hour it might be inferred that soft, pliable braids will be on the tapis for spring.

The "ding-a-ling" hat, as the crush bell-shaped hat that has taken us by storm is called, is regarded as an enemy to the millinery trade since it requires little or no trimming. These Tyrolean effects are in grave danger of over-popularity if they have not already attained it, so whether the winter fad will become a spring fashion it seems unwise to say. In any events, some manufacturers are anticipating it and are making up Milan and other pliable straw "ding-a-lings." This style of hat is not suitable for formal wear, and yet to hark back to the Horse Show—there were many there worn by women of fashion.

Will be High Colors.

Guided by the spring color card and the important sartorial events above referred to, it ought to be comparatively easy to anticipate the color situation. It certainly will be "high" colors this spring, for there is bound to be a reaction after the black and white and "dead" or faded shades that have been fashionable of late. The new card is quite cheering in effect. Tones are clear and for the most part bright. Henner, Bayard green, Feodal blue and violet des bois, in some of their shades are distinctly bright and in all comparatively so. Ambre yellow, Roseau green, Roserarie pink, catteleya mauve, chamonnix blue, sacre pink, valois magenta, Lucome blue-green, Alezan chestnut or sorrel, Feodal blue, Fameron gray, and Raronelle, a dull faded rose, are

the most important of the new shades shown on the card. A color very strong at present, however, is the soft cameo brown referred to above.

Looks Like Turban Season.

It looks too like a turban season, this season about to be launched. Not that large hats are not greatly favored, but as before stated they are almost confined to dressy wear. It would also appear that draped and hand-made hats would be very strong. Of course, the spring is still a month or so away even in trade circles, but it is the influence of the mid-winter mode on spring styles that interest more than the styles themselves.

It is interesting to note in passing that the much talked and written of beguin or lace baby cap, to be worn under a picture hat, was noticably absent at the Horse Show. At the opera one sees these caps, however, minus the hat.

The very latest fad is for the worsted cap. This was brought into prominence first at Belmont Park during the Aviation meet, but their vogue is by no means confined to that event. They are very comfortable for motoring, skating and other outdoor sports. Paul Poiret is the Parisian designer and originator of these. They are taking like the proverbial hot cakes. Some are silk lined and have for trimming a rosette or chon of silk, while others are made entirely of worsted and are trimmed only with a tassel or pompon.

Whatever size a hat may be, or designed for whatever purpose, it must fit down over the head and conceal the hair except for a softening curl or two around the brow and ears.

Bandeaux for the Hair.

New York is showing coiffures finished with a bandeau almost as large as a scarf and covering the top and sides of the head. These bandeaux are drawn into a tassel over either ear, or drawn into the coil at the back. Another variety was lined with contrasting shade and knotted to fall over each ear with an aigrette mount at the left side.

An even larger style ceases to be a bandeau at all and becomes a renaissance head-dress of jewelled embroidery with aigrette mount. It is shaped like a lace cap, and completely covers the top of the head.

For popular trade, the above are, of course, not feasible. The bandeau will be generally worn, however, in the form of a velvet band or fillet of black by preference for every day use. This bandeau retains the hair in place and so causes the hat to sit more easily and certainly. For dressy costumes, the velvet may be bead-embroidered or even jewelled. Pretty effects are seen in steel beads, and this will undoubtedly prove a favorite with steel so much in vogue in all forms.

A velvet or satin band surmounted with a tiny wreath of made-flowers constitutes a pretty head-dress for winter festivities, and this style should be readily salable at Christmas time. All made-flowers will be popular for coiffure use, and later the style seen in the new corsage-knots may also be expected. The main feature about the bandeau is that it is so much broader than last season.

Convenient and sanitary are new devices for retaining curls and puffs in shape without resort to padding of any kind.

Black velvet hat, lined with white satin, drape of velvet around crown. Cockade of white kid fastened in under a kid-covered plaque.

Large velvet capeline, the bow and band around the crown piped with white kid, with large osprey mount at the side. Plain facing of silver tissue and frill of silver lace.

Activities of Leading Millinery Designers

What Paris Modistes are Bringing out for Mid-winter --- Description of work now in hand by Georgette, Reboux, Paul Poiret and Marie Louise.

THE following information, received from Kurzman, New York, with reference to the activities of Paris millinery modistes should be of particular interest to the Canadian trade :

Suzanne Talbot—Is working on black velvet, scarcely anything else, with flat ostrich, wide edges laid flat on the brim, and flat ostrich, (Plumes Anglais) in white, chinchilla color, or very, very pale pastel blue, or light sand color. She has two hats trimmed with white paradise—one of black velvet, the other of hatters' plush. She uses insertion and lace to make the whole shape of the hat (in silver or old gold) for evening wear with black stiff aigrette and set up very high on flat crowns. She does not use so much skunk any more, but employs a lot of chinchilla, fox, and a little sable for edging.

◈

Reboux—Is also on dark colors and black ; her hats are more simple than ever. She makes bows of gros grain (in black) in centre of large fur cocades of pekin, skunk, etc. Her new shade is shown particularly in a set of three ostrich plumes of absinthe color on a black hatters' plush hat with high square crown, but this new color will not prevail. She has two hats made of black velvet on the top and felt facing (one white and the other very light biscuit color) and Suzanne Talbot is also working on this principal in a few instances. Reboux continues to make large bows of black velvet and piece satin, flat in the front of the hat and high at the back.

◈

Paul Poiret—Is mixing white satin, white fur, white velvet with black velvet and fox furs, opossum and chinchilla. He uses ornaments, embroidered steel with large cut stones. His hats are on the Empire and Directoire styles. He combines also a deep emerald green or light brown with white or black satin piping, fur edges and white roses and foliage.

◈

Marie Louise hats are trimmed with flowers mostly, and some with black satin or faille, with vivid green, red, or deep yellow, floral designs (somewhat like Lavain's styles). She is now working on tete de negre, dark browns, loutre velvet hats. Her shapes are generally flat, but the brims of medium size. Two nice fur toques (one sealskin, the other sable) are trimmed with birds with wide open wings in the "butterfly" effect. She uses apple green ribbon on one large black panne hat trimmed with three black ostrich feathers and one apple green feather standing at the back of the hat. In fact they seem to use ostrich feathers all "up-right" now except Suzanne Talbot who employs them laid flat.

◈

Georgette is using ermine mostly without the black spots ; black velvet hats with white ostrich and chinchilla color feathers. Bruges and Duchess Point laces are put on black velvet, laid flat, partly on the crown and partly on the brim. Georgette works principally on brown and loutre velvet shades. One of these hats is trimmed with "ardoise" ostrich feathers, very fluffy and curly ; it is a peculiar combination, but looks extremely stylish.

◈

The "demi-saison" hats are nearly all made of black Alenceon net and black velvet. At the races quite a number of all black hats with ostrich and a lot of bows and cocades of fur, skunk, mink, or sable and satin turbans with paradise puffs. It seems there is nothing to supersede black velvet, with white lace and fur (skunk and chinchilla principally) as nine out of ten are made that way, or black and white, the style was on large flat hats in the "montespan" or "Bretton" effect. Ermine Russian turbans with black aigrette or skunk. "Bonnet Granadier" and white stiff aigrette in front and at the sides were to be seen, but not numerous on account of the fine and warm, and rather unseasonable weather. Ostrich continues to play the most prominent part in the trimming, mostly in white, cream, very light tan, mushroom color, mastic (putty), tiquetees (speckled or spotted) black and white are used when chinchilla feathers are not employed. The only other colors to be seen were dark magenta, very dark peacock blues, and dark navy—in short everything was black or dark colors, mostly trimmed with white. Steel or gold cordelieres or bands of metal embroidery with or without tassels are used a lot on black velvet hats. Also some cocades and small pleated bows of white or ecru lace on black velvet. Bruges, Brussels, Irish, Alenceon laces and insertions are used, posed flat on the velvet, on the brim, all around, or around the crown. A few white wings with "degrade" (natural color) were to be seen. Paul Poiret's Bonnet Nicholas is made of white taffeta or mousseline de soie covered with thick Irish all-over and skunk.

Worn at the Toronto Hunt Club gymkanna. One is a tailored suit of white serge, with black pencil stripe. The other is a gown of electric blue satin, veiled with marquisette of the same shade. The overdress having a band of antique silver and steel bead embroidery. The waist is in peasant effect.

Turban of draped beaver strip, with brim of velvet and lovely shaded willowed plumes as trimming. — Shown by The Smith-Runciman Co., Limited, Toronto.

Prolong Season's Interest by Strong Display or Advertising

Publicity That was Probably not Attempted Earlier in the Season is Now Necessary — Milliners Should Get all the Business They Possibly can out of Their Field — Should not Allow Season to Die Suddenly.

THE millinery season has reached that stage when the milliner must give a distinct identity to her window displays or other form of advertising. Probably this has been overlooked earlier in the season when her regular customers, attracted by openings and new goods favored her with their orders. She considered then that little extra effort was required. All that was necessary was the goods and the ability to deliver them in time. Now, when she probably has an amount of stock on hand which she desires to clear out, she may decide that advertising of some kind would be a good thing. In the larger centres, merchants are slashing right and left and making considerable noise about it in in the newspapers. Where departments have to be kept up from one season to another, everything is done to prolong interest, to make people feel that they must have more hats, to create the buying inclination at a time when inactivity on the part of the milliner would not seriously assert itself to the mind of the public

Ability Now Being Tested.

The ability of the milliner and her staff to produce good looking hats from materials which might otherwise have to be carried over to another season is now being put to the test, and the question might well be asked. Is she giving her productions the benefit of timely advertising? It must be borne in mind that millinery cheapens with the advance of the season. Delay in selling a line of hats means that it will be more difficult to obtain good prices. Advertising or display that attracts people to the store immediately will be found the most profitable. In many towns, milliners neither use the newspapers that are available nor do they go in for effective displays—in fact, in some towns, the window is by far the better form of advertising.

In not a few stores, the merchandising is inclined to be spasmodic. Following a very busy period there is a sudden lull which is often misinterpreted as meaning that the end of good business is at hand. The milliner who knows what she is about, however, will still see an opportunity to secure further business. Her season will die off very gradually. She will make a strong showing of goods on hand, and exploit values that are especially attractive. It is not a sign of good business ability to become panic stricken at the first glimpse of the dull season. The people of any community will appreciate an effort which convinces them that they have an enterprising milliner in their midst.

Fag-end May be Livened.

A glance through the newspapers of Canadian cities and towns is sufficient to show that in the larger centres, the milliners are putting forth the best possible effort to prolong the season. In the smaller places, represented by dailies, semi-weekly or weekly newspapers, it is evident that very little is done on the part of the milliner to demonstrate what she can do to put interest into the fag-end season. It is often stated in explanation of this that people in small towns do not go in for more than one hat, that when they require something nifty they go to the city and that, among those who shop at home, are very many who will not spend money on a fairly high-priced hat.

The milliner in almost any part of Canada must bear in mind that the people from whom she derives business are in a better position than ever before to consider millinery as something more than an absolute necessity—that they can afford to wear effects which are more elaborately and artistically representative of the styles. People are traveling more and having their ideas in the matter of dress broadened. They expect the local millinery store or department to measure up accordingly and the fact that higher class goods were largely represented in this season's business shows that the milliners are measuring up.

Seasonable Extracts.

Following are extracts from recent millinery advertisements which serve to show what is being done to add interest to the advance season.

Absolutely new—$15, $18 and $20 hats, $9.75 each. The explanation is that the shapes cost us less than $1, instead of $6, $7 or $8, and as a consequence we have been able to add willow plumes and high-class costly mounts and still offer you these hats made up in true Murphy styles for about what you should pay for the shape alone. We are quite conservative in our estimate when we say you would make no mistake in paying $15, $18 and $20 for them.

A remarkable sale of millinery. We have decided to have a complete clearance of our trimmed hats in the millinery department to-morrow. A clearance of 425 hats at half price and less.

What we want to call your attention to particularly to-day are the hats from $7.75 to $15. They are the most beautiful effects so far produced. The shapes are positively correct. You may pay more for your millinery, but the difference won't bring you a greater degree of chic style and smart effect.

Dress Hats—Twenty-seven of our most elaborate Dress Hats in black, white, rose, taupe, sky, navy and castor—Dress Hats trimmed mostly with rich ostrich plumes and marked at prices ranging from $25 to $75. Half price Tuesday.

Fifty trimmed hats, no matter what their former prices were.

Whether you pay for expensive or moderate priced hats here they always carry their own individual character.

A new hat for the holiday. Every reason in the world why you should have one even at the last moment. Such is the complete variety of our stock of trimmed hats that every lady may satisfy her individual requirements and match her costume no matter how exacting she may be.

Noteworthy dispersal of imported hat shapes. Every hat shape in The Right House stock has been reduced. Styles warranted thoroughly up-to-date. They will lend themselves to the very newest trimming effects.

50 Stylish Winter Hats, fresh from the hands of our own workrooms, trimmed with velvet Poque feathers, wings velvet and ribbon, both in dress and tailored styles; suitable for misses, young ladies and matrons; and included in the lot are a number of fur hats. These hats sell in the usual way at from $5 to $10. Cairns' Special Price Saturday, $3.75.

Children's and Infants' Millinery—Just as much care should be taken in choosing a becoming hat for the little tots as for yourself—and here you will find a gathering of correct and natty styles from which you can choose just the hat you've been looking for.

$7.50 to $10 Trimmed Millinery $5.—A special winter offering to the woman who wants a second hat and yet doesn't want to pay too much. Included are both large and small shapes, trimmed lavishly with some of the prettiest materials Paris has sent us this season—birds' wings and other French novelties. Regular prices $7.50 to $10, $5.

We clip one-third off millinery prices for Saturday. We have forty-odd trimmed pattern hats that must be cleared now. They're all new—every hat is of this season's buying. It has been a wonderfully successful season in millinery with us—we have pleased several hundred customers. The hats that are here now are just as smart—just as exclusive, as any we have had.

At $2.95 you can choose from a table of $5 and $7.50 hats, all of them imported within a month or so. All colors, including black. Mostly all the new high toque style.

Parisian Milliners Direct Choice.

Parisian milliners take themselves very seriously, and, what is more to the point, their customers take them seriously also, and are as a rule willing to subordinate their ideas to those of madame, and to submit to her taste and judgment.

When a customer enters the salon of a Parisian milliner, she is not allowed to wander around at will and to try on nearly every hat in stock before making her final choice.

Madame greets her customer and conducts her to a comfortable seat before her mirror, and turning to her assistants orders certain models to be brought. These are the hats she judges will be of a style and shape most suitable for her customer. If the hats in question do not suit, other models in the style that becomes her are shown, but for the sake of making a sale a customer is never allowed to have a hat that does not become her.

If the customer finds a shape to her liking but does not care for the trimming one of the working girls will be called and the trimming removed, and then madame will proceed to call for new materials, which will be arranged and rearranged until it suits both madame and the customer. When this point is reached, the hat will be sent away to be sewn.

It is this quality of thoroughness, of earnestness, the going to any amount of trouble, rather than let a customer take away a hat that does not satisfy both her taste and the milliner's that lies at the root of building a successful business.

When a milliner makes a sale by allowing a woman to buy a hat that makes her look ugly, she will soon have the impression that the milliner's hats are ugly and out of style. No woman imagines for a moment that the fault lies with herself for choosing the wrong hat. What is more to the point to the milliner, she will voice her impression to her friends and acquaintances, and the hat she bought will back her opinion. Satisfied customers are the very best means of advertising a milliner has. Therefore, it is better policy to loose a sale than to let a woman buy a hat that is not becoming. The wise milliner should satisfy her taste as well as please her customer.

Hat of black velvet, the crown completely hidden by a magnificent white osprey mount. Small bow of silver tissue in front.

Large black velvet hat, banded with ermine and mount of white willowed plumes set at back.

Why do Girls not Take More Kindly to Millinery Business

Great Majority Expect Their Services to be Remunerative From the Start — Millinery not the Simple Process it Used to be — Technical Education Would Undoubtedly Supply the Solution — How New York Schools are Conducted.

THE apprenticeship problem in the millinery trade is a serious one these days; and one that makes proprietors of millinery stores and departments sit up and think,—and wonder where it's all going to end. Efficient milliners, even millinery saleslaadies seem as scarce as blackberries at Easter, while capable millinery apprentices are at a premium. Why the difficulty? Why do girls not take more kindly to the millinery business, and when they are in it not seek to advance themselves, to fit themselves for the best there is in it?

A Montreal milliner sums up the subject briefly and concisely, "Because millinery apprentices expect to be paid from the start. Nine-tenths of them, immediately on coming in to start learning, while they scarcely know how to thread a needle, and without waiting to see whether they have either taste or adaptibility for the work, want to know, "how much pay shall I have?" wholly forgetting the time and experience the milliner is expending on them, without return, besides running the risk of having her valuable materials spoiled.

Can Earn Money Elsewhere.

"These girls can go into factories and earn from fifty cents a week upwards from the beginning with an increase of another fifty cents a week every year or every half year, as the case may be. They come into a millinery workroom, and expect to occupy a chair and have the benefit of the time and instruction of the proprietor, and the use of her goods, and receive pay in the same way, whereas in reality they should be paying for training received, just as a musician or an artist pays for these lessons which are going to train them for their vocation in life."

Millinery to-day is not the simple process it was twelve or fifteen years ago when milliners purchased all their felt and straw hats or buckram shapes as they came from the factory, all ready to be trimmed or draped. Millinery is becoming more complicated every season. Lines, not trimming, make the hat to-day and millinery has become as much of an art as painting in oils or colors. There must be knowledge and taste used in the combining of colors and tones. The individual face must be studied, the fitting of the frame, the adaptation of line and trimming, all must bear the impress of artistic eye and brain and hand, or the hat will lose the distinctive "touch" which means so much in smart up-to-date millinery.

It Takes Time.

In the ordinary way a girl must spend at least a year, two seasons, before she is of any practical use in the millinery workroom, one season on winter hats and the following on summer millinery. Then she has the foundation laid, and is ready for the more minute instruction and practice which after another year should make her of value to her employer. Unfortunately many girls go into the millinery department of large stores, where in many cases proprietors make no pretense of teaching millinery, where the stress and rush is too great to allow of such a course. They are given materials and set to make, perhaps, bands at a table where several others are doing the same thing. They are paid a small sum per week. They feel that they are earning, and are content to remain at the same work for the whole season possibly, and then consider that they have had a season's experience, whereas in many cases they do not even know how to do properly the work they have been engaged upon. They have just picked up their knowledge from the girl beside whom they have been working, and in many cases picked it up very imperfectly.

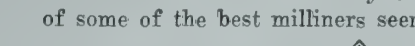
Technical Education.

It seems as though technical education in millinery, would be one solution of the problem. In New York, it is stated, no girl is ever accepted in a millinery workroom, who does not already know her business. But in New York there are five millinery schools, where girls are thoroughly taught the art, and for which instruction they pay, on an average, $25 for twelve lessons. She is given a course in summer millinery, the making of bands and linings and fitting of the same, and the making of frames and shapes, with draping and trimming. Trimming is an art by itself. Anyone may learn, sooner or later to make a hat, but anyone may not learn to trim it. If they have not the inborn touch, the natural taste and intuitive ability, they can never hope to acquire it. Trimming is an actual gift. After the course in summer millinery is given a course in winter millinery, with all its attendant intricacies and possibilities. The student in millinery receives individual training, and is encouraged to exercise her own taste and judgment in the arrangement of lines, in the adjustment of trimming, and in the designing of both hats and trimming.

Ought to be a Milliner.

Every millinery saleslady ought to be a milliner! Ought to be able to see at once whether a hat suits a client or not, and if not to suggest such alterations as will make it suit. And she ought to be able to trim or to design if necessary.

Some milliners are inclined to complain that the great drawback to such a course as this in Canada, is the fact that Canadians generally have not been appreciative. If they saw a hat they liked, they wanted one like it, but wanted also to know where they could get it as cheaply as possible, regardless, of quality. Good millinery to-day costs much in the course of production, and with an increasing demand for the best, a large corps of competent millinery artists is becoming an absolute necessity, for which first-class millinery schools under the tuition of some of the best milliners seems the only solution.



Bandings and allovers to match in silk embroidered nets and metallic tissues are a feature of the dress trimmings for the season, the allovers being used in yoke, bodice or sleeves, while the bandings are adapted to various modes of decoration. These come in fifteen or sixteen shades for the Spring trade, but black has been most in demand, and it is in black that most of the importers have had their repeat orders. For blouse trimmings these bandings are exceptionally fashionable. Some are shown in prettily embroidered effects. Others are ornamented with imitation steel or black pearls interwoven. Various metallic bandings show woven geometric figures with black or colored velvet centres.

Hat of white satin, veiled with gold net, plainly faced with black velvet. Large white osprey mount at the side.

How Department Stores Draw Attention to Millinery Section

Saleswomen Encouraged to Keep Track of Personal Clientele — Continuous Advertising in Papers Better Than Spasmodic — Keeping Fresh Hats Always in Stock — Bargain Sales Draw Attention to Regular Lines.

THE manager of the millinery department declared that he found it better to keep his goods before the public by constant advertising in smaller space than by having a larger newspaper area devoted semi-occasionally. Great stress is laid on the news value of advertising matter, and the public is authoritatively informed of new style features, thus tending to create confidence in the firm. The department frequently declares the arrival of novelties through the press, and is prepared to show these in great variety.

Besides this regular means, the use of the windows is absolutely essential and few days are allowed to elapse at any time without some sort of representation of the millinery section.

Bargain Sales a Drawing Card.

Bargain sales are frequently more valuable on account of the custom they bring for the regular lines as on their own account. For instance, a number of hats are marked down from regular $8.00 to $4.95. On the table next them are ten dollar hats selling at normal price. Far more money is often turned over in the day in the latter than in the former, and the whole department, owing to the sacrifice of a few odd lines, will be humming with business.

A department, when depleted by Saturday trade or by a special sale, must be replenished as quickly as possible, and cases kept nicely filled. When this is not possible and two or three days have gone by in a busy season with cases half empty, an advertisement is inserted to the effect that, "to-morrow will see the display of new arrivals, embodying the latest and best style ideals, specially designed for the firm to replenish the stock exhausted by the tremendous demands of the last few days." Descriptions of the new hats follow. In this way the public is made to realize that the former depleted condition was entirely temporary and due to the size of the trade done.

Arrangement of Show Cases Important.

As many as possible without crowding is the rule observed in department stores regarding show cases. Mushrooms with hats add a certain grace to the establishment, but regular cases glassed in prove at once attractive owing to the grouping of a number of hats together and a protection to the hats. It is desirable to have a price ticket in each case, so that the customer may at once place herself in full view of those hats which are within reach of her purse, and proceed to selection. Frequently sales are lost through the clerk having to leave the customer and go for a hat. Above all things, emphasis is laid on having hats of the same price available at one place.

Keeping Customers Pleased.

Many large stores are now declining to exchange hats, but one manager declared that it more than paid him to do so owing to the confidence felt by customers that if the hat should fail to match a costume designed for it, or for any other reason they should change their minds, the sale was not irrevocable. Frequently a woman will bring a hat back in this way only to find that, after all, it is the best possible and will then take it home again convinced that she can do no better.

It is not possible in such a store to give the same sort of personal attention as in a small place, but saleswomen are encouraged to have and keep their own clientele of customers, and after practice they sometimes develop unexpected powers of memory, in this way giving the patron breadth of choice combined with personal knowledge of her needs. On the other hand, it proves the worst possible policy to urge customers to buy if they seem unwilling, as a returned hat is regarded as worse then one not sold.

Openings Freely Advertised.

Between the end of August and Christmas three openings are usually held. The first is the preparatory view, in places like Toronto designed to fill the needs of Exhibition visitors. The next is the regular Autumn opening held in September or very early in October, and the last is the mid-winter opening held in November.

March, April and May see a similar arrangement, some houses holding a preparatory view in February for persons leaving for abroad. March is the time of the regular Spring openings, and later on the races give excuse for a Summer opening. These are widely advertised in the daily papers, descriptions of imported models proving enticing to many. Always the news value is emphasized, and fashions are fully described as seen abroad by buyers.

Besides the above, cards are sent out at least twice a year by some houses and all patrons whose names are on the list are remembered. But no private views are held at any time, lest customers be offended, and cards are very secondary to the advertisement in the newspaper.

A Far-Seeing Plan.

In a city containing many private schools for young girls, a far-sighted head of a department secured a trade which will probably last a lifetime by the use of a little tact and consideration. These young girls had not always money enough to spend on millinery to make their trade profitable at the time. The best families use the greatest restriction in the matter of allowances, and as a result, the advent of the girls was regarded with positive hostility by salespeople in some houses. Now this milliner made a point to suit them as well as possible at their limited price, and the result was almost immediate The girls, in time came out in society or were married, and came trooping back to the firm which they knew and trusted, for "tea" hats or going-away chapeaux. Those who are not domiciled in the city are now sending from Vancouver, British Columbia and the far north for hats, season by season with unfailing demand.

Reports from Paris state that fringe is coming into favor again, and manufacturers and importers are studying possibilities in the new tape fringes of varying depths and with broad fancifully woven tops, which they expect to be called for in the near future, not only as dress trimmings but for the decoration of underskirts. So far Persian braids have had a good sale, but not nearly so good as have the black which have been used most extensively.

Buttons are considered very good, and a strong trade in these has been done right through the season. Soutache buttons in all sizes and in heavy designs are being stocked for late Winter and early Spring trade. The old fashioned "frog," has come to life again for cloaks, and as shown now makes an exceedingly handsome fastening.

Hat of velvet and satin, trimmed with large pom-pons of peacock feathers. — Shown by The Smith-Runciman Co., Ltd., Toronto.

Attractive Advertising Methods Used by Successful Milliners

Different Kinds of Trade Call for Different Systems — Great Stress Laid on the Appeal of the Window to the Public — Methods of Listing Customers — Universal Use of Bi-yearly Opening Card.

CIRCUMSTANCES alter cases nowhere more absolutely than in the millinery world. On investigation, milliners prove to be sharply divided on the advertising question into two groups. The first consists of those who find their trade running on stock hats, and the second of those who have call for a majority of made-to-orders.

It pays the first group to advertise, and from the shop which counts on its large window looking on a main thoroughfare to the busy millinery section of a large department store, all recognize the necessity of keeping before the public. Their hats must be sold before prices depreciate if gain is to accrue, whereas an order house can keep as small a stock as possible on hand, and yet do splendid business with regular customers. The latter are found to care little for the daily paper as an advertising medium, using their opening cards, and relying on the recommendation of pleased customers.

The Essentially Exclusive Trade.

No milliner doing business by the latter method would long stay in it if it were not for the fact that she grows gradually into an essentially exclusive trade. Little loss accrues to her from that bug-bear of the stock trade, the hat which hangs on, despite re-modelling, from Fall to Winter, from Spring to Midsummer.

On the other hand, the milliner who does a fair stock trade sees a more rapid turnover of her goods, and in a prosperous season has not so long to wait for profits. She can often make and sell more hats than the other, and can and does utilize the bargains in wholesale millinery houses, and, besides, may use recent styles features in attractive form without considering the wants of a particular wearer. Above all, she usually does not give credit and so has ready money to come and go upon. When all these facts are taken into consideration, the reason of her preference for advertising is seen.

A third type of milliner has call for both classes of hat. She is then obliged to embody some of the special features of both types of business methods in her own trade, and to regulate it accordingly.

Stock Trade Demands Central Location.

A successful milliner in the above line emphasized the desirability of a thoroughly well-kept store, with an attractive window frequently changed. She was located on a main street, and her comparatively small shop contained many attractive-looking hats, showing considerable color and at all prices. She catered to the business women, and as a consequence had a large evening trade. This made it of considerable importance that hats in the window should be of shades appearing well at night, and she accordingly made a point of this. As the season advanced, the windows bore a second opening sign, and later still, hats were grouped at reduced prices for rapid sale. Early in the season more space was given to each hat and more discrimination in their choice exercised.

The experiment was tried in this shop of sending out three instead of one thousand opening cards for the regular autumn opening, but it did not pay, as the people whom it brought were not always in earnest or particularly desirable as customers.

The opening cards of this establishment were in letter invitation form and sent to appear exactly like a social letter. In this way, throwing aside without perusal was avoided, amply making up the difference in postage.

Social Column Ad. Was Productive.

Occasional advertising in the daily papers was used, but better results came from the insertion of an opening notice in the social column, where patrons would frequently mention having seen it. This house does not trouble very greatly with customers who waste time over made-to-order hats. They are advised to return later when a larger selection of ready-mades will be on hand. Owing to the wide choice, the milliner can well afford to do this. By saving time in this way she is enabled to give personal attention to her customers. She also finds time to make sure of the punctuality of her help by herself opening the store every morning at 7.45. She is her own chief trimmer and can do her best to enthuse the help at rush seasons by letting them see that she is not idling.

Nor does this house attract transients only. It has a large steady trade with the better middle-class people, who come every season for a handsome hat at from ten dollars up, ready-to-wear, these customers paying spot cash for what they get. As the season advances, saleslades are given permission to subtract a couple of dollars from a hat without asking permission, so as to make a quick sale and pass on to another customer at a time when it is specially desirable to turn over all possible. If a hat is found, after a fair share of showing, to be a stayer, it is taken to the workroom and altered to a regulation quick-selling form.

To the above system, with emphasis on the window, the keeping of the store tidy, the bi-yearly cards, and the social column advertisement this milliner attributes her notable success. In addition, she has a book index and keeps as far as possible the names and addresses of customers.

Pleased Customers the Best Ad. for Custom Trade.

An experienced milliner was describing the difficulties sometimes found by beginners in the custom trade. Frequently the prospect of profit from ready turn-over induces them to gradually let down the quality of their hats, while they still expect to retain the same customers. Now, a cheap-selling line inevitably drives away the better class of customer and no manager or owner should wilfully blink this fact. The end of such a business is plain from the beginning, although frequently profits are made in the process, but if the better class of patron were again to be attracted, the shop would have to be moved and the whole trade remodelled on a new plan.

Custom trade is kept by assiduity in suiting individual styles. It is necessary to know how to deal with difficult people, and to be a good judge of human nature. Moreover, patience must be used with outstanding debts, and the collector's instinct is invaluable. Each patron is the advertisement of the store, and the ideal is to attract people of the same average means and the same way of spending them.

The milliner will allow the customer to take as much time as she pleases, doing the best possible to see that she goes out satisfied, as this is the only guarantee of her return, and such a trade has little to do with transients. It is conceded that it is very bad policy to hurry a patron in her selection.

CONDENSED ADVERTISEMENTS

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

BY PAYING A SMALL AMOUNT EACH MONTH you can buy a first class re-built typewriter from us at bargain prices. Stock-taking is only a month away. We do not want to carry any of these machines over. We can give you any make. THE MONARCH TYPEWRITER COMPANY, LIMITED, 98 King Street West, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

EVERY Retail Merchant should write for a copy of our finely illustrated catalogue of rebuilt typewriters. It shows the best typewriter bargains ever offered in Canada. Moreover it contains facts on retail advertising intensely interesting to retail merchants. It is free. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto; also Montreal, Hamilton, London, Ottawa.

ERRORS AVOIDED, LABOR SAVED—Using the Shouperior Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet, perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full inquiry. Autographic Register Co., 191-193-195 Dorchester St. East, Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FOR FILING PAPERS, LETTERS and Vouchers, fastening bulky envelopes or backing statements the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

GET THE BUSINESS; INCREASE YOUR SALES. Use Multigraph typewritten letters. The Multigraph does absolutely every form of printing. Saves you 25 p.c. to 75 p.c of your printing bill. Multigraph your office forms, letterheads, circular letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

LACE CURTAINS AND NETS.—See the latest novelties and makes. Special make of Fish Net Curtains. Be wise, see the smartest range in the trade. Call or write. Representative: E. Fenton, 714 Empire Buildings, Toronto. Note address: Philip Peach, Curtain Maker, 2 Low Pavement, Nottingham, Eng.

MILLINERS everywhere find it most convenient and economical to remit money by Dominion Express Money Orders, or Foreign Draft. Absolutely safe—payable anywhere—no loss or delay—lowest rates. Always remit by Dominion Express Money Orders. Agents all over Canada. Agencies in all Canadian Pacific Railway Stations.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, gives better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto.

THE MONEY you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "KALAMAZOO" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

THE METAL REQUIRED IN A MODERN CONCRETE BUILDING. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock; quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE and Factory Heating Systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada.

Try a condensed ad.

in this paper.

ALPHABETICAL INDEX.

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Debenhams (Canada) Limited, Outside back cover
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Spring Millinery

Our salesmen are starting out with our selections for the coming Spring. Care has been taken in the selection, time has been spent in finding the right manufacturers of the different lines, contracts have been entered into to supply you with the right goods, at the right time, at the right price.

May our salesman on your ground have an opportunity to show you?

MAIL ORDERS OUR ESPECIAL HOBBY.

BROCK & PATERSON LIMITED

WHOLESALE ONLY

ST. JOHN, N.B.
HALIFAX, N.S.

CHAS. MOUTERDE

UNITED MAKERS

9a Wellington Street East, TORONTO

Everything in SILKS

VELVETS, RIBBONS, CHIFFONS,
TULLES, VEILINGS,
MOTOR SCARFS
AND JAPS IN 20 AND 27 INCHES

Wholesale and Manufacturers only Supplied.

1911

Debenham's Spring Millinery

Our travellers are now on the road with a complete range of Spring Millinery Samples.

We are showing a number of exclusive novelties.

Hats

See our range. Special shapes in
CRINOLINE
CHIPS
PANAMAS

Flowers

Our silk values are great sellers. Colorings shown through the range are the newest Spring shadings.

Ornaments

Will be good for Spring. We are showing the new prong buckle in Jets, Steels, Old Gold and Silver.

Millinery Braids

In our range there are several numbers confined to Debenhams, it will pay you to see these lines.

Ribbons Nets Tulles Chiffons

IN ALL THE NEWEST SPRING NOVELTY SHADES

MAIL ORDERS receive our prompt attention.

Debenhams (Canada) Limited

MONTREAL, 18-20 St. Helen St. PARIS, 115 Rue Reaumur
QUEBEC TORONTO, Bay and Wellington OTTAWA

BROWN BROS. LTD.
BOOKBINDERS,
STATIONERS, ETC.
TORONTO, - CAN.